

# Deron Husak

*Creative Director + Designer*

**Objective** Solve business problems with award-winning creative direction and design, strategic thinking and leadership skills.

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## Experience

### Founder + Creative Director

*Major Interactive*. Powell, Ohio. May 2014—present

Founded digital agency offering creative direction, digital design and UX services based upon brand-focused strategy. Developed business by partnering with other agencies, development shops and in-house marketing departments. Clients include Abercrombie & Fitch, GSW, Navicor and Thirty-One Gifts.

### Creative Director + Partner

*Wired Campaigns*. Columbus, Ohio. April 2013—April 2014

Created and designed responsive websites, digital advertising campaigns and mobile apps.

### Art Director

*Clutch Interactive*. Westerville, Ohio. April 2011—April 2013

Art directed and designed e-retail, intranet and mobile projects. Wrote creative briefs. Managed team of UI and UX designers.

### Senior Designer

*Resource Interactive*. Columbus, Ohio. December 2005—April 2011

Concepted, art directed and designed interactive websites for retail and brand manufacturing clients. Scoped and estimated projects. Communicated with and presented work to clients. Direct reports included designers, freelancers and interns.

### Founder + Art Director

*Unison Creative*. New Albany, Ohio. October 2003—June 2007

Agency clients included Resource Interactive, Fitch, RPA, Salvato Coe & Gabor, Attaché, Moorehead Design, Sevell+Sevell.

### Art Director

*Cardinal Health*. Dublin, Ohio. November 2002—October 2003

Lead Visual Communications team during launch of new corporate branding system. Art directed and designed corporate materials including brochures, employee handbooks, internal magazines and newsletters, and environmental signage. Responsible for client contact, vendor coordination.

### Interactive Art Director

*The Ohio State University*. Columbus, Ohio. February 2001—October 2002

### Interactive Art Director

*Retail Planning Associates (RPA)*. Columbus, Ohio. August 1999—November 2000

Responsible for concept, art direction and design of interactive, retail and corporate identity projects. Provided leadership to graphic designers, freelancers and interns. Art directed product photoshoot for Millennium Dome in London, England.

### Art Director

*Sevell+Sevell*. Columbus, Ohio. September 1998—August 1999

### Senior Designer

*Blue Cosmos Design*. Columbus, Ohio. January 1998—September 1998

### Designer

*Resource Marketing*. Columbus, Ohio. February 1996—January 1998

### Designer (freelance)

*Zero Base Advertising*. Dublin, Ohio. September 1995—February 1996

### Designer

*Kirkland Communications*. Columbus, Ohio. January 1994—September 1995

## Awards

2010 Cannes Cyber Lion Awards—shortlisted: [pinocchioisonfire.org](http://pinocchioisonfire.org)  
Communication Arts Site of the Week (Dec 3, 2010): [pinocchioisonfire.org](http://pinocchioisonfire.org)  
TheFWA Site of the Day (Sept 13, 2010): [pinocchioisonfire.org](http://pinocchioisonfire.org)  
2010 CSCA Creative Best—Best of Show: [pinocchioisonfire.org](http://pinocchioisonfire.org)  
2010 Columbus AdFed ADDY Awards—Best of Show: [pinocchioisonfire.org](http://pinocchioisonfire.org)  
2010 Tomorrow Awards—shortlisted: [pinocchioisonfire.org](http://pinocchioisonfire.org)  
2005 American Graphic Design Awards: Unison Creative identity  
2001 NASFM Retail Design Awards: The UPS Store  
2000 VM+SD International Store Design Awards: Zondervan Bible Shop  
1998 CSCA Creative Best: Blue Cosmos Design capabilities brochure  
1997 Addy Awards: COSI annual report

## Recognition

**2008 Co-President: Columbus Society of Communicating Arts (CSCA)**  
Selected and hosted guest speakers. Provided oversight of operations, communications, finance, awards and special events.

## Education

Columbus College of Art and Design (CCAD)  
Bachelor of Fine Arts (BFA)  
*Major:* Advertising Design *Minor:* Illustration  
\$10,000 scholarship