



DEREK WINEGAR
ART DIRECTION + DESIGN

dwinegar1@gmail.com
dwinegar.com

EDUCATION

PRATT INSTITUTE
2006 - 2010 // Brooklyn, NY
B.F.A., Communications Design
Concentration in Advertising

EXPERIENCE

RAZORFISH/ROAR GROUPE

SENIOR ART DIRECTOR
March 2015 - Present // New York, NY

Ideating and execution of digital campaigns for Chase Sapphire and Ultimate Rewards

FREELANCE DIGITAL CREATIVE

May 2010 - March 2015 // New York, NY

Art Direction and UI/UX Design for a number of independent clients including Showtime, 360i, Tribal Worldwide, Food Fight, Hilton Worldwide, Kraftworks NYC and various small shops.

ICROSSING (HEARST)

FREELANCE SENIOR ART DIRECTOR

May 2014 - December 2014 // New York, NY

Concept and execution of digital campaigns for DIRECTV. Overseeing production from partner agencies and supervising the design team.

Y&R

FREELANCE DIGITAL ART DIRECTOR

March 2013 - November 2013 // New York, NY

Responsible for digital component of Green Mountain Coffee including web design and rich media campaign. Concept and designed top level creative for partner agencies.

Clients: Green Mountain Coffee, Waldorf Astoria

COLLEGEHUMOR

INTERACTIVE DESIGNER

February 2011 - January 2013 // New York, NY

Design and UI/UX for CollegeHumor Media Concept and execution of CH Media AD campaigns. Clients included: Dell, Apple, MTV, Klondike and Axe. Supervised Jr. Designer and companywide brand standards.

JWT NEW YORK

ART DIRECTOR

August 2010 - February 2011 // New York, NY

Contributed ideas and designs for a 360° pitch for Microsoft's B2B cloud services. Campaign included rich media, print and OOH.

EDMUND ZALOGA DESIGN

DESIGNER

May 2009 - May 2010 // Brooklyn, NY

Contributed to various studio projects including branding and web design for Federal Pumps, Motorola, and National Contracting Co.

AGENCIES

Razorfish/Roar Groupe

JWT

Y&R

360i

Icrossing

Tribal

Amp Agency

Kraftworks

Robin Hood

EGR International

BGB Group

CLIENTS

Chase

Green Mountain Coffee

Waldorf Astoria

Hilton Worldwide

Directv

Showtime

Food Fight

Tomcat

Microsoft

Motorola

Rolux

CollegeHumor

AWARDS AND HONORS

Art Director's Club Review

Pratt Show 2010

Presidential Scholarship

Pratt Foundation Scholarship

Ubiquitous 2009, 2010

SKILLS

Adobe Creative Suite

Layout

Typography

UI/UX

SEO

HTML + CSS

Photography/Video

Final Cut Pro

Screen Printing

MS Office

Advanced SCUBA Certified