

# WADE PALMER

## CREATIVE DIRECTOR

I build brands. I'm an award-winning creative leader & professional with many years experience in the branding, advertising, interactive, direct-sales and graphic design industries. I understand the difference between strategy (the "why") and tactics (the "how").

### EXPERIENCE

- 10/14 – Current** **Core-Content Design Team Supervisor & Art Director**  
*The Church of Jesus Christ of Latter-day Saints*  
Responsible for "flag ship" branding and design projects of a growing international religious organization. Was lead design on the multi-channel instructional manual "Come Follow Me" template system for simultaneous print, web and mobile distribution in 48 world-wide languages.
- 01/07 – 09/14** **Creative Director**  
*4Life*  
Managed a team of 6 designers supporting the marketing needs of an international direct-selling company that steadily grew from less than \$50M to over \$350 million+ in annual sales during my tenure. In charge of creative strategy implementation, art direction, brand management and annual corporate convention development. Responsible for photography management, talent casting, corporate collateral, marketing tools, advertising, web/interactive design, editorial, and packaging.
- 11/05 – 01/07** **Creative Director/Owner**  
*Persudio Design* • [www.persudiodesign.com](http://www.persudiodesign.com)  
Owner of a full-service design firm focusing on "Design that Sells". Web, Print, Packaging, Retail Advertising and Corporate Identity.
- 07/03 – 11/05** **Creative Director**  
*Majestic Media; ePregnancy magazine*  
Led editorial design and management of a national women's magazine. Gave it a "national" look and built a creative team for in-house design and production. Art directed national photoshoots in New York and Hollywood, commissioned illustration, oversaw design layout and represented design staff in editorial management meetings. The magazine grew from #3 in the industry to the #1 monthly pregnancy magazine in America, with a circulation of over 400,000.
- 07/97 – 07/03** **Art Director**  
*Mall Marketing Media, Inc.*  
Was Art Director of an initially small publishing company that grew from less than \$1M to more than \$8M in annual billings over 6 years. Oversaw creative efforts of 4 full-time designers. Accounts included national shopping and entertainment companies.
- 06/96 – 07/97** **Junior Art Director**  
*Penna Powers Cutting & Haynes*  
Employed design and leadership skills in a full-service advertising agency. Involved in concept development, art direction and design on various advertising and collateral campaigns. Accounts included American Express, Novell, Sun Valley, Easton, Network Publishing, University of Phoenix, Dustin's, Primary Children's Hospital and Nextlink.

-  801 808 1752
-  [wade\\_palmer@yahoo.com](mailto:wade_palmer@yahoo.com)
-  [www.persudiodesign.com](http://www.persudiodesign.com)
-  [www.linkedin.com/in/wadepalmer1](http://www.linkedin.com/in/wadepalmer1)

### EDUCATION

Bachelor of Fine Arts - Graphic Design  
Brigham Young University

### HONORS/AWARDS

- *Best in Show* - Digital Media. Direct Selling Association.
- Three entries accepted into the book "*Creative Low-Budget Publication Design*"
- Three *Citations of Excellence* - Utah Advertising Federation
- Two *Awards of Excellence* - SLC AIGA 100 Show
- Two *ADDY awards* - Utah Advertising Federation
- Inclusion in *Print Magazine Regional Design Annual*
- *National winner* - Wolf Trap Poster Design
- *3rd Place* - National Pepsi Design Contest

### SKILLS

- Adobe Creative Suite
- HTML & CSS
- Basic knowledge and use of Javascript, JQuery & PHP.
- Microsoft Office
- Adobe Keynote
- Both PC & Mac proficient.
- Well-versed in social media channels

### FOREIGN LANGUAGE

Spanish. Fluent.  
Two years of voluntary religious service - Rosario, Argentina.