

DEREK E. YANCEY

CREATIVE PROFESSIONAL

✉ CREATE@DEREKYANCEY.ART

📞 (804) 898-9467

🏠 MINERAL, VA 23117

PROFILE

Highly motivated creative with natural artistic ability and technical aptitude. A conceptual thinker with experience providing art direction and creative direction for broadcast, digital and print. Experienced at conceptualizing interior design for offices, staging trade shows and planning special events. Intimate knowledge of production print, offset printing and large format printing. Extremely dependable, possessing a positive, confident personality blended with a strong work ethic.

EDUCATION

Virginia Commonwealth University

CERTIFICATIONS

EFI Fiery Professional

Canon Production Print

CORE COMPETENCIES

Leadership

Branding

Strategic Development

Instruction

Customer Service

Relationship Building

SOFTWARE SKILLS

Adobe Creative Suite

Command Workstation

Final Cut Pro

Procreate

MailChimp

Microsoft Word/Powerpoint

EXPERIENCE

CREATIVE DIRECTOR/ PRINCIPAL ATOMIC GOOD - RICHMOND, VA

March 2018 - present

Atomic Good is a start-up providing creative bliss for businesses wanting to improve brand perception. Responsibilities include:

- Finding new business opportunities
- Consulting
- Strategy
- Art direction for print, web and broadcast
- Copy writing
- Graphic design

DIRECTOR OF MARKETING

COBB TECHNOLOGIES - RICHMOND, VA

November 2012 - January 2018

Provided art direction for print, digital, web, out of home and broadcast opportunities, establishing a new visual communication standards. Creative lead on new office and renovated construction projects, establishing visual aesthetic, functionality and comfort. Developed integrated marketing campaigns promoting special events and product training seminars.

- Redesigned company logo, improving market and employee perception
- Created vehicle wrap design for 36 service vans, raising brand awareness
- Art Director "Awful Co-worker" television commercials broadcast on CW Richmond
- Art Director & Storyboard Artist, 2016 Inaugural Video
- Art Director and Storyboard Artist for 25 Year TV spot broadcast during NBC 12 News
- Collaborated with architects, builders and contractors providing design direction on new or renovated office construction
- Helped build foundation for Imprint, Cobb's non-profit initiative (logo, website and marketing collateral)
- Founded Digital Minds, an annual technology event focused on document management technology

PRODUCTION PRINT GRAPHICS ANALYST COBB TECHNOLOGIES - RICHMOND, VA

January 2011 - November 2012

Integral member of newly established Production Print team. Provided pre-sales analysis and post sales training resulting in nearly \$1 million in hardware and software sales.

- Concepted and designed Production Print related, digital and print advertisements.
- Created customized training tutorials.
- Implemented Color Management standards for clients ensuring color standards were consistent across multiple branches.

DEREK CREATIVE FREELANCE DESIGNER

November 2009 - 2011

Provided creative services focusing on assisting individuals, small businesses and non-profits achieve profitability. Including logo design, web design, advertising and appeal campaigns for non-profit organizations. Provided art instruction to pre-teens and teens through the Jefferson-Madison Regional Libraries.

ADVERTISING DESIGNER / ART DIRECTOR THE CENTRAL VIRGINIAN - LOUISA, VIRGINIA

February 2007 - February 2009

Created award winning advertisements, which elevated company's normal design standards. Designed award winning special section tabloid covers. Designed sections of three weekly newspapers. Worked closely with reporters to select the best photos to represent their stories. Occasional editorial illustration. Redesigned company website that aided in company's acquisition.