

## 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.

---

## CERTIFICATIONS

EFI Fiery Professional  
Canon Production Print

## CORE COMPETENCIES

Leadership  
Teamwork  
Branding  
Strategic Development  
Technical Instruction  
Customer Service  
Relationship Building

## SOFTWARE SKILLS

Adobe Creative Suite  
WorkFront  
Final Cut Pro  
Procreate  
Command Workstation  
MailChimp  
Microsoft Word/PowerPoint

## EDUCATION

Virginia Commonwealth University  
1998

---

## CONTACT

artderek@derekyancey.com  
(804) 773-9549  
Mineral, Virginia 23117

## RECENT EXPERIENCE

### SENIOR ART DIRECTOR CAPITAL ONE, RICHMOND, VA

October 2021 - present

- Partners with Creative Director to deliver direct mail marketing that generates significant lift
- Creative leader amongst team of Art Directors, Graphic Designers, and Copywriters
- Attends creative reviews and provides thoughtful, direct feedback on internal team and agency projects
- Leads and develops conceptual exploratory work
- Uses evidence and data to ground creative decisions
- Translates business intent into creative strategies and executions that market products effectively
- Presents and influences with a convincing and inspiring style to increase buy-in
- Mentors and builds expertise in art direction with peers, and team members

### CREATIVE DIRECTOR / PRINCIPAL BLISS - RICHMOND, VA

March 2018 - October 2021

- Prospected for new business opportunities
- Consulted start-ups on business structure, naming and brand identity
- Developed creative strategies for clients
- Art direction for print, digital and out of home
- Copy writing

### DIRECTOR OF MARKETING (CREATIVE) COBB TECHNOLOGIES - RICHMOND, VA

November 2012 - January 2018

- Redesigned company identity, improving market and employee perception
- Provided art direction for print, digital, web, out of home and broadcast opportunities
- Developed integrated marketing campaigns promoting technology events and product training seminars
- Created vehicle wrap design for 36 service vans, raising brand awareness
- Art Director & Storyboard Artist, Broadcast TV Spots on NBC 12 and the CW and Inaugural video
- Managed, provided art direction and design on new or renovated office construction working with Architects, builders and contractors
- Assisted in building foundation for Imprint, Cobb's non-profit initiative (logo, website and marketing collateral) Served on the Board as Secretary
- Co-developed a customized SIPOE (student internship program of excellence) mentoring college interns focused on careers in marketing and design

### 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 advertisements in print and digital
- Created customized training tutorials
- Implemented Color Management standards for clients ensuring color printing standards were consistent across multiple branches

### DEREK CREATIVE FREELANCE ART DIRECTOR

November 2009 - November 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.