



# Jared Hardy

## Creative Director

I am currently the Creative Director at Denver Zoo with a background in design/art direction.

I enjoy all aspects of the creative process, whether it be the creation and execution of a full marketing campaign, a rebrand, website design, or a skateboard design for an art show.

## ACCOLADES

### **Burger King Campaign: Seth MacFarlane's Cavalcade of Cartoon Comedy**

Merit, Nominee, and Shortlist for The Webby Awards, Cannes Lions, and The One Show Interactive.

### **Power to the Poster: Green Economy**

Featured poster in published book + art shows.

## CONTACT



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## EXPERIENCE

### June 2018 to Present

#### Denver Zoo | Creative Director

Oversee the development, expression, and evolution of Denver Zoo brand. Manage the creative team and provide feedback and direction across all areas. Create and manage creative assets (including full advertising and marketing campaigns) across broadcast, interpretive and wayfinding signage, print, out-of-home, video, organic, and digital media.

### December 2014 to June 2018

#### The Integer Group | Associate Creative Director

As a front line leader I oversaw a team of designers, art directors, and copywriters. I lead creative executions across a variety of media including, but not limited to, point-of-purchase, broadcast, web/digital, radio, and out-of-home.

### March 2012 to December 2014

#### The1stMovement | Senior Art Director

Managed art direction, design, and conceptual work at an innovative digital agency. Used an agile design and development process to create websites, digital media, and mobile apps while mentoring junior designers/art directors.

### December 2011 to March 2012

#### Freelance | Senior Art Director + Senior Designer

Freelance design and art direction for a variety of companies, including contract work with Saatchi LA, working on large brands, such as Toyota.

### January 2010 to December 2011

#### Sterling-Rice Group | Senior Interactive Art Director

Provided leadership and guidance to implement new digital initiatives within a pre-existing marketing/advertising department. Designed and art directed full creative campaigns across a variety of clients, including web/digital, video/broadcast, print, out-of-home, and radio.

### March 2007 to January 2010

#### Crispin Porter + Bogusky | Interactive Art Director

Developed ideas/concepts and designed/art directed across numerous brands including, but not limited to, Burger King, Volkswagen, Dominos, AMEX, and Microsoft Windows. Focused primarily on digital media, but also worked in video/broadcast, print, out-of-home, and radio.

## EDUCATION

### August 2001 to May 2005

#### University of Nebraska | Lincoln, NE

Bachelor's Degree in Advertising from the College of Journalism and Mass Communication.