

TERRY MEDWIG

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714.856.4227 2114 North Mantle Lane . Santa Ana, CA . 92705

EXPERIENCE

2019 - PRESENT // **Freelance Art Director // Graphic Designer**

Set out on my own to get re-engaged in the more personal side of design and the client relationship with the goal of taking on more projects with small design agencies and in-house design departments to find the right team and culture for a successful partnership!

I always make myself available to work on various design projects such as brand identity, event graphics, showroom displays and web sites for friends, new clients and small businesses. I am very happy to remain active in the industry! The connections I've made over the years has kept me relevant and pretty busy!

2002 - 2019 // **Designory // Nissan & Mitsubishi Accounts**

Creative Director // Nissan Account // 2011-2019 -- Delivered Nissan's first-ever full line-up of online digital brochures and launched numerous new models like the All-New Altima, Kicks, Rogue, Rogue Sport, Maxima, Versa, Sentra, TITAN, GT-R, Pathfinder and the re-designed LEAF

Responsible for managing 4 ACDs and 7 art directors in collaboration with our copy writing staff (4) to create print and digital brochures and showroom materials for Nissan North America and their 1,100 dealerships and accessories departments; covering the full line-up (as many as 19 models) while keeping in line with global Brand standards and client budgets. I guided and managed brand compliance for collateral for Nissan's global markets/regions and their agencies. I directed asset creation and development for Nissan North America and for many global regional markets as well - both in photography and in CGI; most of which were used worldwide. I worked very closely with our internal and Nashville-based account team and was responsible for presentations and for building strong client relationships. In addition, I collaborated with all other internal disciplines within the agency to keep the work flow processes and the team as fluid, cohesive, efficient, happy and productive as possible.

Associate Creative Director // Mitsubishi & Nissan Accounts // 2006-2011-- Launched the All-New Galant, Evolution IX, Maxima, GT-R, 370Z, the 1st mass-produced electric car in the world, the Nissan LEAF and Nissan's first-ever digital brochure

Besides actively designing, I guided my art director and copy writing teams in the conceptual process and design of all print brochures, packaging, showroom point-of-purchase and all other design materials. I worked closely with the advertising leaders to keep the work aligned with Brand and campaign guidelines and with the account team to keep on strategy for our direct clients and I was responsible for presenting the work as well.

Senior Art Director // Nissan Account // 2002-2006 -- Launched the All-New Versa, Frontier, TITAN, Maxima and the re-designed 370Z to name a few

Responsible for concept and design of print brochures, packaging and all other requested design materials for Nissan while staying aligned with the Brand look and feel and all relevant campaigns. Worked closely with our internal Account and production teams and was responsible for client presentations, photo shoot art direction, production supervision and press approvals

2001 - 2002 // **Landor Associates // Lincoln/Mercury & Jaguar Accounts**

Senior Art Director/Designer -- Launched the All-New Marauder, designed the full line up of Mercury brochures and the New Jaguar XJ launch brochure

Responsible for concept and design of print brochures, packaging and all other requested design materials for all three accounts while staying aligned with the Brand look and feel and all relevant campaigns. Worked closely with the Account teams and was responsible for client presentations, photo shoots, production supervision and press approvals.

continued...

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EXPERIENCE cont'd

1994 - 2001 // **Saatchi & Saatchi Los Angeles** // *Toyota Account*

Associate Creative Director // Toyota Account // 2000-2001 -- Launched the Brand-New RAV4, ECHO, MR2 Spyder, Solara, Highlander, Tacoma, the All-New Celica, Avalon, Camry and so much more...

Responsible for guiding art directors and copywriters in conceptual process and design of print brochures, logos, packaging and all other showroom design materials. Involved in full collaboration with the national advertising creative directors in the formulation of conceptual and design ideas. Worked closely with the Account team and our direct clients and was responsible for presentations.

Art Director // Toyota Account // 1996-2000 -- Launched the MR2 Spyder and the early stages of SCION

Junior Art Director // Toyota Account // 1995-1996 -- Launched the Brand-New RAV4

Intern // Toyota Account // 1994-1995 -- started my career with a brand I had loved for a long time!

ABOUT ME

AWARDS Mobius, Print Magazine, the ADDYs, LuLu Awards, AIGA, Worldfest Houston / International Automotive Advertising Awards, Step-by-Step Magazine

EDUCATION

General Degree, Mater Dei High School (1982)

Associate of the Arts degree, Orange Coast College (1990)

Bachelor of Fine Arts degree/Visual Communication, CSU, Long Beach, Cum Laude (1994)

REFERENCES Available upon request

WHEN I'M NOT WORKING I am happily married and the father of beautiful twin teenage college girls (University of Hawaii and University of Mississippi) ! I was born and raised here in Southern California and I love pizza, In N Out Burger, cars, drums, hockey, animals, Hawaii and the outdoors! I'm an avid Los Angeles KINGS ice hockey fan and I absolutely love playing the sport too! I also stay fit with kick boxing and I'm a professional drummer too with 43 years experience -- I'm presently in two successful bands that perform regularly! I actively follow Formula One racing and I have a huge passion for cars in general! Especially fast performance-based ones. I've owned 14 different ones so far...and counting!