



JEROME F. PETTEYS

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OBJECTIVE

To make your design department better than it's ever been! Collaborating, directing, mentoring; my marketing and business experience will benefit and inspire both designers and those new to the field.

JEROME PETTEYS DESIGN

Tacoma, Washington

2009-Present

Seeking collaboration with enthusiastic clients who have the passion and need for outstanding creative solutions.

Website: www.jeromepetteys.com

RUSSELL INVESTMENTS

Tacoma, Washington

1986-2009

Art Director (2005 - 2009) Associate Creative Director (2003 - 2004) Digital Design Manager (2001 - 2002)

Senior Web Designer (1998 - 2000) Multimedia Developer/Designer (1996 - 1997)

Senior Graphic Designer (1992 - 1995) Designer (1986 - 1991)

Marketing Programs

- Managed the design and branding for an exciting, new financial advisor tool used for high-net-worth client proposals
- Led the design for a series of award-winning domestic and international extranet web sites
- Developed and visualized creative concepts for online marketing campaigns and web development projects
- Applied new technologies to marketing initiatives
- Designed the framework and navigation for Russell's web environment
- Wrote, edited and designed email announcements for corporate events and sales-driven initiatives

Innovation/Collaboration

- Collaborated globally with creative, technical and account servicing teams helping Russell achieve award-winning results and broaden brand awareness
- Generated and implemented content and interface solutions for web-related projects
- Worked closely with business units and the web team to develop and implement solid brand solutions

Project Team Support

- Managed creative scope, schedule, and accurate budget for design projects
- Processed creative estimates which ensured high quality and profitable execution of creative deliverables
- Coordinated with head creative director and resource manager
- Facilitated and orchestrated contact between account creative team and client
- Oversaw and art-directed the work of both external vendors and internal designers and developers for electronic marketing material



EDUCATION

Associates Degree through Seattle Central Community College

COMPUTER EXPERIENCE

MicroSoft Office (Word, Excel, PowerPoint) CS3 & CS4 (PhotoShop, Illustrator, InDesign, DreamWeaver, Flash, Acrobat), HTML, CSS, Sound Forge, MediaSite

ACHIEVEMENTS & AWARDS

Rainier League of Arts - Member

Toastmasters International - Member

AIGA Member since 1994

1990 Russell's Improving Customer Relations Program

1993 Excellence Award

2000 Team award for Institutional Portal

2000 WebAward for Best Investment Web Site

2001 Team award for Russell Managed Portfolios

2001 WebAward for Best Mutual Fund Web Site

2002 Team award for First Impressions

2003 Coaching for Success

2005 WebAward for outstanding achievement in web site development

2005 Team award for Russell Pension Navigator (RPN)

2005 How to Motivate, Manage and Lead a Team

2008 Team award for Global Brand Implementation Team

2008 Top 10 Web Sites for Institutional Investors

Personal and professional references available upon request