



experience

Todd Drabik Designs LLC . 2004 - Current

Established a new, successful freelance business working directly with both local and national clients. Specializing in GUI design and concepting for web sites, web-based applications, software and mobile applications. HTML/CSS production and maintenance is also provided on a regular basis, while still utilizing the ability for creative identity development, branding and print design. Responsible for all aspects of business management, project management and design process. Most recent clients and projects include:

- **Moxie CCA** (Video concept and storyboard design for T-Mobile, Bank of America, Transamerica, March of Dimes, National MS Society. iPad app UI design for Empower Retirement and Avitus Group)
- **Mobile Simplicity** (MTV and CraigsList iPhone/iPad app designs)
- **Connamara Systems** (Web and application design)
- **55 Zero, LLC** (Microsoft web design and production)
- **Thunderfish Studios** (Custom application icon design/illustration)
- **Adams 14 Schools** (Web and print design)
- **Bud's Benz** (Web design, production and maintenance)
- **Sustainable Seattle** (Identity and web design)
- **Cheley Colorado Camps** (Web design and production)

UniCom Marketing Group . 1998 - 2004

Senior Art Director | Worked individually as well as project leader of small teams on design, layout, and production of web sites, promotional materials, corporate identities, brochures, packaging, ads, and direct mail. Created successful programs for clients such as Verizon Wireless, Corona Beer, DaimlerChrysler Services, Dairy Queen, Motorola, First American Bank, and Beltone.

- Presented concepts internally and to clients
- Worked with account executives and copywriters on a daily basis to produce effective marketing materials
- Created both consumer and business-to-business materials
- Helped in choosing and directing photographers, illustrators, and other outside creative partners

Todd Designs . 1997 - 1998

Freelance Designer | Responsible for all aspects of the entire project process, from initial concepting to final print or web hosting. Many projects were completed within tight time lines and on a limited budget. Created successful programs for clients such as Continental Airlines and the N.Y. Yankees/N.Y. Knicks, Sharpie Markers and the Rubbermaid NASCAR team, Sunbeam, Healthometer, and Digital Innovations.

Illini Media Company . 1995 - 1997

Art Director | Design and layout of the weekly, 20-page entertainment section in the Daily Illini newspaper under strict deadlines. Project leader that concepted, designed, and produced promotional campaigns for the Daily Illini newspaper.

technical fluency

Illustrator CC
Photoshop CC
InDesign CC
Dreamweaver CC
Acrobat 11
HTML5/XHTML/CSS3

awards / merits

2 Communicator Awards
Summit Award
DMA Echo Award
SSND Design Award
ICPA Award

education

Graduated from the University of Illinois at Urbana-Champaign in 1997 with a BFA in Graphic Design.

references

Dave Ventimiglia
Executive Director, The Tipi Raisers
720.412.3335

Jim Downs
President, Connamara Systems
312.360.1898

David Latham
Owner, Bud's Benz
770.942.8444