



curt janka

creative director | designer

www.curtjanka.com

curt@curtjanka.com

619.540.8428

4522 19th St, San Francisco, CA 94114

overview

Creative director with over 20 years of experience designing integrated campaigns across all channels. Leverages both agency and client-side experience to produce creative solutions for marketing challenges. Able to lead teams as well as execute award-winning designs.

experience

Freelance Creative Director and Designer *January 2009–Present*

Curt Janka Design | www.curtjanka.com

- Offer agency-level brand development
- Concept and execute cross-channel campaigns
- Create and edit marketing content, from headlines to catalogs

Lead Visual Designer *April 2021–October 2022*

Hinge Health | www.hingehealth.com

- Designed systems to speed collateral design and simplify copy development
- Assisted marketing team to create rich, engaging content for sales leads
- Train marketers on how to edit collateral templates creating a self-service flow that freed up designers for larger brand tasks
- Led weekly design reviews of all current creative work
- Proposed and led the creation of a sub-branding system for Employee Resource Groups to showcase the company's commitment to DEI while strengthening the overall brand

Creative Director *December 2019–December 2020*

HeadSpin | www.headspin.io

- Redesigned and provided ongoing design support and creative direction for the website
- Developed brand look and feel, starting with website and extending to all marketing materials
- Created and maintain sales presentation template
- Directed freelance designers and video agency to ensure brand cohesion

Creative Director *October 2016–December 2018*

Lucidworks | www.lucidworks.com

- Refreshed brand to raise the level of sophistication to speak to larger enterprise audience
- Authored brand guidelines and ensure that partners adhere to the new standards
- Hands-on design of new collateral system and campaign materials while directing the production of templated elements
- Completed rebrand of annual conference including name, logo, color palette and assets
- Reimagined business cards & stationery while implementing new system for online ordering as new employees start
- Rebranded and directed the look and feel of large annual user event, Activate

Art Director *June 2014–June 2016*

New Relic | www.newrelic.com

- Elevated the brand to speak to enterprise customers while staying true to its developer roots
- Led creative for integrated marketing campaigns from concept to execution
- Mentored design team
- Authored and maintained brand guidelines
- Monitored use and misuse of the brand
- Directed photography for out-of-home, print and online campaigns
- Assigned and guided the work done by design team
- Took photos for use in advertising campaigns and to capture the culture at New Relic
- Led creation of effective demand generation campaigns

Major Accomplishments

- Designed critical filing documents and promotional materials for taking the company public
- Overhauled design system for field marketing team to scale with their growing needs
- Rolled out brand guidelines globally
- Took many of the photos used on the website and recruiting materials



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Art Director *October 2012–January 2014*

Rovi Corporation | now Tivo

- Led in-house team through design and production of marketing communications for trade shows, advertising, email campaigns and internal programs
- Liaisoned between internal clients and design team, responsible for setting and maintaining brand standards while meeting deadlines

Major Accomplishments

- Ad campaign for Rovi Advertising enjoyed .20% CTR for its run of site ads on Advertising Age and lifted visits to the website 71% over the same time period of the prior year

Senior Designer/Producer *April 2001–April 2010*

Wirestone | bought by Accenture Interactive

- Led creative teams to meet client goals for a variety of national and international brands
- Contributed in every phase of the design process including strategy, brainstorming, editing and preparing files for output
- Led projects start to finish in a variety of media: print advertising, websites, package design, direct marketing, catalogs, environmental graphics, brand identity and visual merchandising
- Liaisoned with clients for marketing strategy and creative direction

Major Accomplishments

- Designs for the identity and website of Limelight Networks both won 2008 AGDA Awards
- Designed logo for national Nike 5 Days To Friday program
- Redesigned and launched global website for Jim Beam
- Developed interactive sales and training kits for Motorola that were executed globally

Art Director *May 1999–April 2001*

Virtuocities | www.virtuocities.com

- Assessed client needs and launched their new online presence
- Established and maintained brand identity for Virtuocities

Senior Designer *January 1998–December 1998*

American Sports Design

- Designed advertising and marketing materials for mountain bikes and bike equipment
- Photographed product for catalogs and advertising
- Designed packaging for products ranging in size from bike pedals to bike frames

Major Accomplishments

- Designed and programmed ecommerce site that was featured on Macromedia.com

Multimedia Designer *January 1996–January 1998*

Epic Systems | www.epic.com

- Designed, wrote and programmed multimedia training tools for medical software
- Authored user manuals and conducted quality assurance testing
- Created marketing materials for annual user conference

skills

Expert Level

- Adobe Photoshop, Adobe Illustrator, Adobe InDesign, PowerPoint, Keynote, Slides

education

University of Wisconsin–Madison 1994

- B.A., Journalism with a focus on Advertising