

# Tob Design Co.

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## Work Experience

### Nationwide Children's Hospital July 2012 – present

Art Director: November 2017 – May 2019

- Oversaw design for corporate alliance partners
- Created branding for recruitment campaign, *Where Passion Meets Purpose*
- Art Directed *On Our Sleeves* campaign in partnership with marketing, foundation and behavioral health teams
- Created motion graphics for video team

Senior Designer August 2015 – October 2017 and  
Creative Designer July 2012 – July 2015

- Established illustration style and iconography for infographics for the Nationwide Children's brand.
- Developed corresponding motion graphics and infographics
- Additional responsibilities included: design various print materials, social media assets, digital and web creative, art directing photoshoots.

### Freelance Work July 2012 – May 2019

Barberology, College of Barbering Arts 2018

- Logo and brand development

The Winemaker's Shop 2016 – 2017

- Logo redesign, packaging design

Franklin University 2016 – 2017

- Motion graphic design

Fountain of Hope: 2016 – present

- Brand development, annual reports, web creative

Mercy Medical Center

- 2015, 2016, 2018 annual reports

## Activities

- Columbus Society of Communicating Arts 2018
- Conferences: Edward Tufte Presenting Data and Information 2017; SXSW 2016; HOW 2015

## Education

### The Ohio State University

Visual Communication Design Major

International Development Minor

GPA 3.859

Graduate with Honors June 2012

## Skills

Fluent in the following programs: Adobe InDesign, Illustrator, Photoshop, After Effects, Microsoft Office suite, Basecamp and Workfront

Graphic design: logo and branding development, illustration, web design, interactive design, print, social media and environmental design

Art direction and project management

## Awards

- American Advertising Federation 2019 Addys – *On Our Sleeves* campaign
- AMA Columbus Achievement in Marketing Awards 2018: *On Our Sleeves* campaign – gold in photography, gold in cause campaign, silver in graphic design
- GDUSA Health and Wellness Design Awards 2015: *The Promise of Genomics* booklet and *Healthy Summer Fun Guide* direct mail
- Web Health Awards: Winter/Spring 2013 Gold Award Dance Related Injuries Infographic; Summer/Fall 2013 Bronze Award Strategic Plan infographic; Bronze Award Amusement Rides Infographic