

# SHARVIN

## WHITTED

Aug 2017 – Present

### DIGITAL ART DIRECTOR

Seez / The Stone Agency

**Established and evolved the visual direction of branding and collateral across multiple channels for B2B and B2C companies, including Aphora Healthcare, Cloyes, Coastal Credit Union and Nasuni.**

Refreshed brand identity and conceptualized UI/UX design, site architecture and development for Aphora Healthcare's site redesign.

Amplified the brand voice and awareness of Nasuni's unique file storage solution with a multi-channel campaign.

Elevated the creative direction of product campaigns, including email, print, digital, TV and microsities for Coastal.

Sep 2008 – Aug 2017

### SENIOR ART DIRECTOR

Howard, Merrell & Partners

**Led the creative direction for digital, mobile and print collateral for companies, including Carolina Hurricanes, Cordura, Georgia-Pacific, JCB and Kioti Tractors.**

Conceptualized a bold, integrated campaign to promote world's first telescopic skid steer by JCB.

Provided the UX/UI design for a season ticketing / seat selection microsite for Carolina Hurricanes.

Art directed multiple integrated campaigns to help cement Kioti as the fastest growing tractor brand in North America.

Sep 2005 – Sep 2008

### LEAD DESIGNER

Oasys Mobile / Summus

**Developed creative and UI/UX design for mobile games and applications for companies, including Mattel, PBR, Phill Hellmuth and The Wall Street Journal.**

Led the rebranding effort for the company, including brand identity, web development, digital, social and print collateral.

Produced microsite and creative assets to promote the first mobile version of Mattel's UNO®.

Developed digital campaign and designed custom apparel for the Phill Hellmuth's mobile poker game.

#### Education

##### MASTERS, GRAPHIC DESIGN

NC State University - 2005

##### BS, STUDIO ART

Florida State University - 2002

#### Awards

##### NASUNI BEAST CAMPAIGN - [View online](#) »

2022 AAF Triangle Addy's

Silver: Integrated Advertising Campaign, Bronze: Online Advertising Campaign, Bronze: Internet Commercial

##### ABE FOR PRESIDENT CAMPAIGN - [View online](#) »

2021 American Advertising Awards Triangle

Gold: Poster, Silver: Poster Campaign, Silver: Internet Commercial / Campaign, Bronze: Online Film, Video & Sound / Single Spot.

#### Skills

- Art Direction
- Branding
- Motion Graphics
- Video Editing
- HTML5 / CSS
- Adobe Creative Suite
- MS Office
- Figma
- Canva
- Wordpress
- Squarespace