

605 Leroy Avenue
Ferndale, MI 48220
586.871.6537
www.kevinmcelroy.com
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EMPLOYMENT

ORGANIC Bloomfield Hills, MI

Creative Director
July 2007 - Present

I was presented with the opportunity to lead the Jeep brand, and I jumped at it.

Actively manage a team of 10 incredibly talented creatives. I am in daily contact with an array of clients, and am generally responsible for all digital avenues of the brand.

JWT/WUNDERMAN TEAM DETROIT Dearborn, MI

Digital Creative Director
April 2006 - June 2007

Tasked with reviving the struggling Lincoln/Mercury brand, my role involved leading a team of 20 creatives through ideation, story telling & ultimately: award winning executions.

Associate Creative Director
January 2005 -April 2006

What started as a design job turned into an opportunity to lead a team of 6 creatives through a multitude of online executions. Responsibilities included ideation, vendor management & client delivery.

Sr. Art Director
July 2001 - January 2005

FABRICA The Benetton Group Communications Research Center Treviso, Italy

Consultant / Designer
September 2000 – January 2001

The payday of an international design competition; I spent four months working in the heart of a 17th century Italian villa. Fabrica was not a job, but rather a life altering immersion of design and culture.

BORDERS GROUP, INC. Ann Arbor, MI

Interactive Designer
July 1999 – August 2000

Interface designer for borders.com as well as a multitude of smaller site promotions, coding executions and kiosk design solutions.

BOWNE INTERNET SOLUTIONS Birmingham, MI

Interactive Developer
June 1998 – July 1999

Put through the ropes with dozens of HTML/Flash projects for clients including Merrill Lynch, Cadillac and Buick.

WAYNE STATE UNIVERSITY Detroit, MI

Adjunct Faculty - Fall 2005

Invited to teach a senior level Interactive Art class in Flash with a concentration on blending various medias and refining student portfolios.

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interactive detroit design

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EDUCATION

BACHELOR OF FINE ARTS

Interdisciplinary Electronic Art
Wayne State University

INDUSTRY ACCOLADES

- '08 **Outstanding Micosite: IAC Web Awards** - Lincoln.com
- '07 **New York Festivals Shortlist** - Lincoln: Reach Higher
- '07 **New York Festivals Shortlist** - Lincoln: MyDream.tv
- '07 **Best of Show: IAC Web Awards** - Lincoln: MyDream.tv
- '07 **Outstanding Micosite: IAC Web Awards** - Lincoln: Reach Higher
- '06 **FWA Site of the Day** - Lincoln: Reach Higher
- '06 **Adobe Site of the Day** - Lincoln: Reach Higher
- '05 **Macromedia Site of the Day** - FordVehicles.com
- '05 **Gold-Corporate Website: IAAA** - Fordvehicles.com
- '04 **FWA Site of the Day** - Fordvehicles.com
- '04 **Macromedia Site of the Day** F-150 Launch Module
- '04 **Cannes Lions Shortlist** F-150 Launch Module
- '04 **One Show Interactive Finalist** F-150 Launch Module
- '04 **Best of Show: iNOVA Web Awards** - Ford Race for the Cure Site
- '04 **FWA Site of the Month** - F-150 Launch Module
- '01 Work Featured in **Creative Review Magazine, London** - Fabrica: Annex

REFERENCES

Available upon request.