



Rick Banks ^{MISTD}

elektrobanks.com
rick.banks@me.com
+1 617 510 5459

Profile

Design and Art Direction is what I love to do – I am passionate about creating unique concepts and experiences for brands across any medium. I have 6 years industry experience, including time at both UK and US advertising agencies, and I am an awarded member of the International Society of Typographic Designers.

Upon moving to Boston from the UK in 2013, I was hired as an Art Director at Sapient Nitro to work on a website redesign for Analog Devices. This project required a meticulous attention to detail and a close working relationship with the client to create a new visual language and website structure that would accommodate 10,000+ products. As a result of my success with this project I was promoted to Senior Art Director / Manager of Design, and was chosen to work on an ambitious internal team project to create a location based social network. This project saw me take a leading role in User Experience and Design disciplines to ensure a cohesive approach to branding, marketing and product development.

In 2014 I moved to Arnold Worldwide to expand their digital expertise. This began with me taking a lead creative role in branding and developing Carnival Cruise Line's content hub, Away We Go. This took Carnival in a new direction of using influencer content to entertain and educate potential customers. Most recently I've been involved in a brand refresh for Santander Bank, directing a bold new photography style and creating a digital visual aesthetic focused on vibrancy and a friendly user experience.

Experience

BEAM Interactive

Freelance Senior Art Director
Boston, MA, 2015 – 2016
www.beamland.com

Arnold Worldwide

Senior Art Director
Boston, MA, 2014 – 2015
www.arn.com

Sapient Nitro

Senior Art Director / Manager of Design
Boston, MA, 2013 – 2014
www.sapient.com

Fogg Associates

Designer
Manchester, UK, 2012
www.foggassociates.com

Ogilvy & Mather

Designer
London, UK, 2011
www.ogilvy.com

EuroRSCG

Designer
London, UK, 2011
www.havasworldwide.com

Skills

Adobe Illustrator
InDesign
Photoshop
Dreamweaver
Flash
Silkscreen Printing
Digital Photography

Education

Bachelor of Arts degree in
Graphic Design
Cumbria Institute of the Arts

Awards

HowDo Design Consultancy of the Year
Winner – 2011 (Liquid Solution)

Awarded membership to the
International Society of Typographic
Designers – 2009

Notable Clients

Adidas
AdKnowledge
Amiqus
Analog Devices
Asics
Carnival Cruise Lines
Comfort
Creamfields
Expedia
Fedex
Ford
Jack Daniels
Keswick Film Festival
Onitsuka Tiger
Puma
Santander Bank
Warburtons