



dean james ballas resume

core creative lead skills

- > Hands on creative lead, brand, visual communication and strategy development
- > Set the vision, drive the concepts and create innovative visual communication experiences
- > Provide strong creative team leadership, vision, oversight and mentorship
- > Develop unique, stand out ideas in partnership with designers, strategists, developers, marketing, account managers, sales and clients
- > Guide the creative process from concept through fruition
- > Engage closely with teams and clients, understand their marketing objectives and proactively contribute to their brand's evolution and success
- > Effective verbal and written communication, as well as high degree of comfort and proficiency presenting in a small/large group setting

deliverables

<p>Creative Lead</p> <ul style="list-style-type: none"> > Account Management > Art/Creative Lead > Cross-functional Team Leadership and Building > Design Management <p>Creative Strategy</p> <ul style="list-style-type: none"> > Advertising Strategy > Creative Strategy/Planning > Brand Development > Concept Development > Marketing Communication > Public Relations > Social Media 	<p>Design Traditional</p> <ul style="list-style-type: none"> > Brand > Corporate Identity > Graphic Design > Illustration > Information Graphics > Logo Design > Layout > Outdoor > Packaging > Point of Purchase > Product Design > Transit > Typography > Visual Communication 	<p>Design Digital</p> <ul style="list-style-type: none"> > Develop experience concepts and designs used in online and native mobile > Email Promotion > Interaction Design > Responsive Web Design > User Experience (UX) > HTML5 and CSS3 <p>Design Avant-Garde</p> <ul style="list-style-type: none"> > Ambient > Environmental > Event/Exhibit > Fine Art
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education

June 2005

MFA Graphic Design—Miami International University of Art & Design, Miami, FL
GPA 4.0/4.0

December 1993

BFA Communication Design—Kutztown University, Kutztown, PA
GPA 3.32/4.0

professional employment

February 2024–Present

Morehouse School of Medicine (MSM), Atlanta, GA

Role: AVP, Brand and Creative Services

Duties: Fulfill a design-for-good social mission—lead the creation and advancement of health equity to achieve health justice through emotive, engaging, and empowering visual communications. Develop, integrate, and maintain comprehensive institution-wide brand and visual communication strategies across all university and health system touchpoints that reinforce, enhance, and further strengthen the MSM brand.

January 2022–February 2024

Savannah College of Art and Design (SCAD), Atlanta, GA

Role: Senior Executive Director of Design for Good

Duties: Shape a clear vision, champion, and cultivate a design for good culture through every SCAD touchpoint. Lead SCAD SERVE, the university's social impact design studio, and unleash the ingenuity, academic resources, and creative brilliance of the SCAD community to address food insecurity, homelessness, clothing shortages, and environmental sustainability and create meaningful design solutions that improve quality of life. Deliver at both strategic and tactical levels—conceptualize and offer a hands-on approach while implementing university-wide transformative community-focused design for good initiatives. Educate internal and external affiliates to ensure the SCAD community remains true to our design for good brand approach and values.

March 2017–January 2022

Savannah College of Art and Design (SCAD), Atlanta, GA

Role: Associate Dean of Academics

Duties: Provide vision and leadership that align with SCAD initiatives with a particular focus on communication arts (advertising, branding, graphic design, illustration, photography, and sequential art) and fine arts (painting, sculpture, and printmaking). Prepare and revise academic program plans, initiate academic integrity and quality, establish academic goals, promote and serve as a model for teaching achievement, advocate on behalf of student and faculty interests, and act as a liaison between students, faculty, and administration.

professional employment cont

November 2015–March 2017

Deloitte, Atlanta, GA

Role: Graphic Design Manager

Duties: Guide partners and client service pursuit teams through the development of strategic communications for Deloitte's most complex pursuits. Facilitate the concept, design and development of client proposals, presentations and related business development materials that distinguish Deloitte in the marketplace. Innovative solutions ensure visual storytelling reaffirms Deloitte's visual identity and brand messaging.

June 2014–September 2015

Roper Mountain Science Center (RMSC), Greenville, SC

Role: Design Lead and Computer Technology

Duties: Head of design and computer technology team. Accountable for: establishing/maintaining the creative philosophy, brand development, and all aspects of design/promotion reaching from traditional print and responsive web-based to social media and environmental solutions.

January 2007–March 2009

get READY girls, Doylestown, PA

Role: Creative Director/Marketing Director

Duties: Head of the creative department. Responsible for all creative aspects of design from concept through production. Set the tone for the creative philosophy of the company and the standards for the quality of the workmanship. Oversaw the design of branding and advertising to ensure communications support get READY girls' dialogue with the consumer.

December 2005–January 2007

Crayola, Easton, PA

Role: Design Consultant

Duties: Design team leader. Emphasis on the development and concept of unconventional, new technologies developed by the product team. Focus: an imaginative, experimental design approach.

June 2004–June 2005

The AD Studio, Miami, FL

Role: Art Director

Duties: Design material for numerous types of visual communication media utilized in advertising and promotion. Work directly with clients and service bureaus for consultation of projects.

Clients: Ramada Worldwide, Wingate, Wyndham, Hard Rock Hotel, Royal Caribbean, Meliá Hotels & Resorts Meliá Hotel International, Gran Meliá, Thrifty Car Rental

October 2002–December 2004

CEMENT Marketing, New York City, NY

Role: Creative Director

Duties: Team lead of a flexible, guerrilla marketing team focusing on innovative, strategic thinking, pragmatism, and creativity.

Clients: BMW Group, New York Department of Health, Sebastian Hair Care, Select NY

January 2001–Present

dezignrogue, Atlanta, GA; Greenville, SC; New York, NY; Miami, FL; Allentown, PA

Role: Creative Lead: own/manage an internationally recognized design, branding and creative strategy development firm.

Duties: Hands on design and creative direction, brand design and strategy development. Responsible for all aspects of running a design business from proposal to printing: digital technology, responsive web design, traditional print, graphic design, video and photographic media services.

Clients: Community Health Care Network, VSE, Inc., Novotorium, Healthy Food Now, Veg-E-Systems, The Program for Women and Families, VillageCare, Agile Interfaces, Combank Medical, Forge3, Style Medspa, New City Realty, Raadical Restaurant, Road Runner Car Wash, Dog Fish Design, The Drain Scoop, Therapy Connections, United Tax Solutions

February 1996–June 2001

CDNOW.com, New York City, NY**Role:** Creative Director**Duties:** Creative team lead. Craft and continually refine web-based brand and visual identity. Instrumental in positioning CDNOW for successful joint ventures with MTV, VH1, Rollingstone, AOL, Gap, and others. Facilitate product differentiation as well as core product merchandising. Provide overall design services to the entire corporation, integrating visual image consciousness and consistency into the culture.

September 1993–February 1996

Consortium Advertising, Bethlehem, PA**Role:** Art Director**Duties:** Manage art department. Develop and execute progressive design concepts for clients. Play a vital role in the creative process.**Clients:** United Way, Arts Alive! Magazine, Lakes and Commerce Plaza, LifePath.org**academic employment**

February 2024–Present

Morehouse School of Medicine (MSM), Atlanta, GA**Role:** AVP, Brand and Creative Services

January 2022–February 2024

Savannah College of Art and Design (SCAD), Atlanta, GA**Role:** Senior Executive Director of Design for Good

September 2018–January 2022

Savannah College of Art and Design (SCAD), Atlanta, GA**Role:** Associate Dean of Academic Services

March 2017–September 2018

Savannah College of Art and Design (SCAD), Atlanta, GA**Role:** Associate Chair, Graphic Design

August 2013–May 2015

General Assembly, Atlanta, GA**Role:** Part-Time Visual Design Instructor

August 2013–May 2015

University of South Carolina Upstate, Greenville/Spartanburg, SC**Role:** Associate Professor of Graphic Design (Tenure Track)

January 2013–June 2013

St. John's University, New York City, NY**Role:** Associate Professor of Graphic Design

January 2012–June 2012

Lehigh University, Bethlehem, PA**Role:** Professor in the Art, Architecture and Design Program

September 2005–August 2011

Kutztown University, Kutztown, PA**Role:** Assistant Professor of Communication Design (Tenure)**awards**visit [dezignrogue.com/buzz](http://dezi<u>gn</u>rogue.com/buzz)**Deloitte Innovation and Creative Excellence (ICE) Award Recipient**

Selected from an international pool of works created in Deloitte's Creative Development department. Only one design solution is selected per year to represent the "best of the best" in design innovation and creativity.

Deloitte Advisory Pursuit Centre of Excellence (PCoE) "Best-In-Class" Award Winner

Three of my Deloitte proposal design projects were awarded "best-in-class" by the Advisory Pursuit Centre of Excellence (PCoE). Winning designs were juried and selected from an international pool of designs (every Deloitte proposal created during the 2016-2017 year) and showcased at Deloitte University during the International Partner, Principal, Managing Director and Chief Relationship Officer meeting.

dezignrogue's Brand Philosophy Featured in Robin Landa's Design Book—**Build Your Own Brand: Strategies, Prompts and Exercises for Marketing Yourself**

This is a guided journal designed to help you explore, develop, distill and determine your distinctive brand essence, differentiate yourself and create your unique visual identity.