

# Richard Angermiller

## CREATIVE DIRECTOR

New York, NY

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portfolio: [angermiller.com](http://angermiller.com)

I bring over 16 years of leading creative strategy for over 50 B2B and B2C brands. In my career, I've managed hundreds of digital projects, from planning/ideation through full product launches. I also bring a unique ability to distill complex business/financial information into clear, concise on-brand creative that exceed client expectations. Along with managing creative teams and top-level strategy, I've always remained hands-on with design, UX, copy, and code.

## SKILLS:

Design Management	HTML/CSS	Brand Design	Creative Strategy	Photo Art Direction	Web Design
Adobe Photoshop	Adobe Illustrator	Adobe InDesign	Adobe Animate (Flash)	Adobe Premier Pro	Adobe XD
Adobe After Effects	Figma	Powerpoint/Keynote	eCommerce Design	Oracle Eloqua	Sketch
Wordpress	UX/UI Design	Social Media Design	Video Editing	Print Production	Copywriting

## EXPERIENCE:

### CREATIVE DIRECTOR

Arbor Realty Trust | New York, NY | 9/21 to present

- In charge of all in-house brand, UX & creative strategy for growing equity investment firm with \$2B in financial assets
- Lead high level design strategy w/executive management; improving the marketing of complex \$10MM+ investment deals
- Developed animation concepts/storyboards to translate complex financial terms into compelling video/animation clips
- Optimized mobile usability & design for Arbor's weekly email campaigns using Litmus, HTML & Oracle Eloqua
- Developed a series of operation prototypes in Adobe XD to improve UX & brand experience across desktop & mobile
- Managed social, SEO, and development teams to improve creative/production assets & processes

### CREATIVE DIRECTOR

Freelance | New York, NY | 12/19 to 9/21

*Clients: Realogy, The Fulcrum Group, Sullivan Steel, Coldwell-Banker, USA Tolerance Rings, American Museum of Natural History*

- Directed the design, UX, & custom Wordpress production of Realogy's external & internal Ethics website in 8 languages
- Art directed several complex photo shoots for engineering materials & manufacturing facilities, along w/ photo composition
- Developed strategic brand systems & UX/UI guidelines for over a dozen new site launches
- Launched Hilton Realty's website w/custom management of over 40 commercial & multi-family developments
- Produced & designed 30+ animated HR & legal videos for Realogy's world-wide staff of 5,000+

### CREATIVE DESIGN DIRECTOR

Dragonfly Interactive | Jersey City, NJ | 11/06 to 12/19

*Clients: Nike, Dow Jones, Sprint, Lexis Nexis, Novartis, Wall Street Journal, Comcast, Century 21, NEC, Easter Seals, Primedia Publishing*

- Grew the agency from start-up to 50+ accounts w/ solid strategy, client relations, planning, & staff management
- Led production & development teams to produce agile design sprints on various digital & UX projects
- Managed the design/concept, UX, & brand system on 5 digital products for Nike's division of Global Sustainable Business
- Launched \$1M Dow Jones' investor education product (DJU) w/UX, brand strategy, design, video, & eCommerce
- Led the planing/UX/design of a custom 500+SKU eCommerce & inventory solution for Fast by Ferracci motorcycle imports
- Designed/launched a large-scale digital testing platform for Sprint, Comcast, & Time Warner; acquiring 10K users in 30-days
- Managed the launch, design & eCommerce UX for a Nationwide social fundraising website for Easter Seals & Century 21

## SENIOR ART DIRECTOR

Clarke & Associates | Somerset, NJ | 10/05 to 11/06

Clients: *KPMG, Lucent, Bristol-Myers Squibb, Ortho-McNeil, Merck, Linens & Things, AT&T*

- Led the design & production of over 25+ marketing & digital projects, along with creative presentation & strategy
- Developed company-wide animation projects for Lucent Technologies HR department
- Designed the first digital website for KPMG's internal HR department
- Managed the agency's 10+ person creative department, as well as budget, technology, & vendor relations

## DIGITAL ART DIRECTOR

QLM Marketing | Princeton, NJ | 8/2001 to 10/2005

Clients: *Kraft General Foods, Nestlé, Novartis, Seagram's, Dial, CIBA Vision, Sunkist, Hill's Science Diet*

- Developed/managed the consumer product agency's digital department w/new business pitches, & client strategy
- Led all research & strategy into new digital solutions for client roster of over 20 consumer brands
- Converted the agency's entire portfolio of 50+ case studies into a flexible, easy to use, digital presentation system
- Developed CIBA Vision's first multimedia sales conference across multiple US locations
- Pitched, designed & directed the first digital sales tool for Dial Corp (animation, voice over, & editing)
- Designed nationwide ad campaign, in-store displays, & packaging design for Sunkist Vitamin account
- Led pre-press production on tie-in campaigns with Disney's Lion King & Nestlé Ice Cream

## EDUCATION:

### INSTRUCTION:

**Pratt Institute** - NYC: *Guest lecturer/Instructor for Pratt's Masters program in UX design*

### ATTENDED:

**Pratt Institute** - NYC: *Business Communication Program for Creative Professionals*

**Rutgers University, School of Business** - New Brunswick: *Mini MBA Digital Marketing*

**General Assembly** - NYC: *UX & Design*

**Mercer College** - Princeton: *Advertising Design*