

Ken Andruk

www.andruk.com

Areas of Expertise

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Creative Director • Art Director • Graphic Designer
Multimedia Designer / Producer • Web Designer

- corporate identity development & strategic branding • print design • logo design •
 - trade show design • web design • interactive cd rom design and animation •
 - Photoshop • InDesign • Illustrator • ImageReady • Flash •
 - QuarkXpress • Word • PowerPoint • AfterEffects •

Professional Experience

CREATIVE DIRECTOR / ART DIRECTOR 2006 TO PRESENT
KEN ANDRUK DESIGN GLEN RIDGE, NJ

Strategic brand development for a fast growing national drive thru coffee company. Working directly with the VP of marketing communications. This includes logo image development, web site design and production, signage, menu design, building and kiosk design and advertising. Recent projects include Remote Lands luxury travel packages working directly with the company's founders in the development of the strategic niche branding and visual development of "Private Jet Journeys" to remote destinations throughout Asia. Other projects include web development for The Healthcare Businesswomen's Association.

CREATIVE DIRECTOR / SR. ART DIRECTOR 2004 TO 2006
ONEWORLD, INC. MORRIS PLAINS, NJ

Heading the agency's creative department producing pharmaceutical interactive presentations targeting physicians and health care providers. Client list includes Wyeth pharma and consumer , Ortho McNeil, Roche, Janssen and several others. Interface with client's and their agency's to produce brand specific "information" presentations.

CREATIVE DIRECTOR / ART DIRECTOR / GRAPHIC DESIGNER 2001 TO 2004
KEN ANDRUK / GRAPHIC DESIGN GLEN RIDGE, NJ

Worked as contractor for Hoffmann-LaRoche, Pfizer, Sony Electronics Corporation and Paradyne Corporation producing marketing specific print, display and web oriented media.

- Hoffmann-LaRoche - 150th anniversary of it's partnership with the American Association of Pharmacists included design and production of their trade show booth graphics. Designed a companion 40 page 4 color printed piece

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for that event. Designed and produced packaging and an on screen interface for a CD ROM for their cancer drug Xeloda.

- Pfizer - designed and produced several marketing presentations including a Medicaid Advocacy Toolkit Folder with freestanding information sheets and collateral material.
- Sony produced a printed sales piece for their high end line of digital televisions and HDTV. Created and developed a 3D character to be used as a mascot for that product line. This was designed to develop brand awareness of Sony's quality HDTV products.
- Paradyne - redeveloped the corporate identity of the organization. This specifically involved producing new trade show booth design graphics along with printed material used to promote their *ReachDSL* product branding.

COFOUNDER / EXECUTIVE VP CREATIVE

1999 TO 2001

ORIENTATION GLOBAL NETWORK

NEW YORK, NY

World's first global network of multilingual Internet portals. Provided communication, community and business tools for ethnic populations, on a geocultural basis. Comprised of 206 Web portals with E mail and other services in 14 languages.

- Directly responsible for all design, concepts and art direction.
- Oversaw five art directors and a site architect
- Officer on the board of directors
- Introduced and evaluated new technologies.
- Supervised daily business operations and played significant role in deciding the company directives plus supervised 80 employees.

COFOUNDER / DIRECTOR DESIGN AND AUDIO

1993 1999

THE BLACK BOX LIMITED

HONG KONG, CHINA

The Black Box provided blue chip clients with premium interactive media services for the Web, CD ROM, and advanced kiosks.

- Clients included Apple, Intel, AT&T, MTV Asia, J. Walter Thompson, Dow Jones, Standard Chartered Bank, Hong Kong Board of Tourism, Global Sources, Mass Transit Railway Corporation, Longman Asia, StarTV, and The Digital Corporation.
- Designed, produced and composed music for several award winning consumer CD ROM products; "Beyond the Nine Dragons", "When Disaster Strikes" and "Swimming with Sharks". Created six regional web portals launched as Orientation.com.

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CREATIVE DIRECTOR
TRICOM MEDIA

1991 1993
HONG KONG, CHINA

Interactive multi media agency supporting Mac and PC consumer market base.

- Created, designed and produced collateral print and multi media materials for large Hong Kong client base.

MANAGER AUDIO VISUAL SERVICES / SR. ART DIRECTOR
AT&T PARADYNE CORPORATION

1981 1991
LARGO, FL

- Created, produced, and directed all major multi projector and video programs for the marketing and corporate needs of the company.
- Included motivational multi projector presentations, product kickoff video hybrid presentations, speaker support, road show presentations, trade show presentations and company wide holiday events.
- Responsibilities included the production of all marketing print collateral.

E d u c a t i o n

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UNIVERSITY OF GEORGIA , ATHENS, GA

Bachelor of Fine Arts

Major: Graphic Design • Minor: Sculpture

INSTITUTO ALLENDE , SAN MIGUEL DE ALLENDE,
GTO, MEXICO

In-depth studies in various art forms, i.e. bronze casting, sculptural welding and figure drawing. Studied with world class artists and sculptors.

A c c o m p l i s h m e n t s

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• 16 Addy Awards print, audio visual and video • 5 Graacy Awards print • Charlie Award best of show in audio visual in the state of Florida • Golden Image Award 1982 annual report AT&T Paradyne • Sculpture Award 64th Annual Jury Exhibition, Birmingham Museum of Art, Birmingham, AL • Exhibitions Atlanta Memorial Art Center, High Museum, Atlanta, GA • Two man show, Town and Gown Gallery, Athens, GA • Judge Association for Multi Image annual international competition 1987 • Guest Speaker - MacWorld Asia - “Creative Sound and Musical Applications” (1991) • Bronze - Sound track composition / Cathay Pacific in-flight video “Watercolors”- The New York Film Festival 1995 • Silver medal winner Hong Kong Small Business Award 1999