

Tony DeKleine / Creative Professional

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Summary

In my 11 years as a creative professional I've worked in myriad capacities; small creative studios, freelance, large design agencies, even in-house at one of the worlds largest tech companies. I find joy equally in mentoring designers, directing creative, pushing pixels, nudging keyframes, or pulling vectors. I'm looking forward to joining an energetic team and applying my unique, brand-focused point of view to solving large creative problems on and off the screen.

Experience

Design Director - Principal / TDK Creative / 2010 ∞

As the principal of TDK Creative, I handle branding, digital design, print design, motion graphics, illustration, art/design/creative direction, and user experience for some amazing brands.

Clients Include: Airbnb, Marriott, P&G, Tradlands, Windward, Made Trade, Samsara, Equator Coffee

Design Director / Butchershop / San Francisco / 7-2015 — 2-2020

What started as a senior designer position evolved into a role as design director. Though my daily responsibilities shifted into more of a director and management role, I still spent much of my time as an individual contributor. My primary focus was creating brand experiences from beginning to end. Starting with a close working relationship with strategists and copy writers, I lead teams through the process of building concepts and stories that helped to create cohesive brand narratives, culminating in myriad executions, from books and environmental spaces, to websites and digital products.

Clients include: Nike, Facebook, Lennar Multifamily Communities, Expanse, Amplified

Graphic Designer / Apple / Sunnyvale / 1-2015 — 7-2015

I worked with Apple as a contractor through AKQA as an embedded employee in their Marketing & Communications team. My work here was focused on the Apple website, designing product microsites and working on the 2015 relaunch of apple.com.

Products Include: Apple Watch, Macbook Pro, iMac, OS X El Capitan, iOS 9, apple.com relaunch

Senior Visual Designer / Fluid / San Francisco / 5-2010 — 1-2015

I started my career here in a junior designer position which evolved over time into a senior designer role. During my time at Fluid I worked with large design and user experience teams, large corporate structures, and build design systems for huge e-commerce sites.

Clients include: Google, The North Face, Oakley, JanSport, Puma, Calvin Klein, L.L.Bean

Education

Academy of Art University / Computer Arts & New Media / 2008 — 2010

Skills

Expert: Illustrator, InDesign, Photoshop, After Effects, XD, Sketch, UX/UI, branding & identity design

Proficient: Adobe Premier, Lightroom, Photography