

# JEFFREY TODD HAMMELL

Senior Art Director

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## PROFILE

Smart, dedicated, extremely hard-working art director with a strong design aesthetic, and a holistic view on the experience of design and how that can influence with consumers.

I enjoy working with consumer goods and packaging in particular.

I play well with others, and have the ability to coordinate and inspire/develop a broad team.

I have a variety of interests outside the design, including music, travel, art, film and books.

## SKILLS

Photoshop



Illustrator



InDesign



Keyshot



Aftereffects



HTML



3D structure



## REFERENCES

Jasper van Delft  
e: jasper.van.delft@philips.com  
p: 011 650 703 2051

Michael Sutton  
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## WORK EXPERIENCE

- *Philips Consumer Lifestyle, Stamford CT - 2011-Present*  
**SR. ART DIRECTOR**

At Philips Design, I am currently responsible for creating design executions across consumer touch-points for the Philips portfolio in the North American market. Working directly with the key marketing stakeholders and a cross-functional global design team, freelancers and retailers, I am responsible for crafting communication and design platforms that speak to consumers on both a visceral and cognitive level. I balance design aesthetics with a strong understanding of business needs and requirements in a fast-paced environment.

**Brands: Philips Norelco, Philips Avent, Philips kitchen appliances, Philips beauty, Mother & childcare.**

**AWARDS: 2012 Philips Excellence Award, 2013 Philips Team-up award, 2016 PEC finalist**

- *SOLID COLORS/HUMAN SPARK, Atlanta GA - 2009-2010*  
**DESIGN & PACKAGING CONSULTANT**

As economic forces drove the closing of the Philips Design offices in North America, a small contingent of positions were retained to continue supporting the needs of various Philips business groups. Human Spark was created as an umbrella consultancy group to capitalize on the varying skill sets, and expand to other clients outside of the Philips sphere of work. As a small lean group, I had the opportunity to work on a variety of projects from 3D animation to product design.

**Brands: Philips Healthcare, Philips Accessories, Verifone, Husky Tools.**

- *Philips Design, Atlanta GA/Hong Kong - 2006-2009*  
**SENIOR DESIGNER, DESIGN & DIGITAL ILLUSTRATION**

At Philips Design, I was responsible for creating design executions across consumer touch-points for a variety of brands and sub-brands of Royal Philips. Working directly with the business units and the visual communication team, and using consumer research to focus my creative thinking that supported the business strategy and elevated the perception of the product. I also was responsible for creating the visuals used on the packaging that communicated on a visceral level the benefits of the products.

**Brands: Magnavox, Sonicare, Avent, Royal Philips, Norelco.**

- *SOLID COLORS, Atlanta GA - 2004-2007*  
**DESIGNER, PRINCIPLE**

As the principle of a small design studio in Atlanta GA, I was responsible for developing new business contacts, maintaining client relationships, billing, promotion as well as all creative design.

**Brands: Kar's Nut company, YKK fasteners, DJ klever, Prince Presto, Southern Banking Systems, 311 merchandising.**

- *Portfolio Center, Atlanta GA - 2004-2006*  
**INSTRUCTOR**

Instructor for Adobe Illustrator, Adobe Photoshop, Lightwave 3D, packaging and production. Participated in student critiques as well as provided design council. During my time at Portfolio Center, I also served on the AIGA Atlanta board as a liaison between students and industry professionals.

- *Antista Fairclough, Atlanta GA - 2002-2003*  
**JR. DESIGNER.**

As a Jr. designer responsible for creating and execution high-impact designs across various consumer touch-points primarily in the food and beverage industry. I was exposed to a wide variety of projects from packaging, outdoor advertising, vehicle graphics to environmental design.

**Brands: Anheuser-Busch, Adams-Pfizer, Knorr foods.**

## EDUCATION

- *Portfolio Center, Atlanta GA - 1999-2001*  
**GRADUATE STUDIES**

*Intense portfolio development program that encompasses a broad spectrum of design processes and focuses on a holistic design approach.*

- *UGA, Athens GA - 1993-1997*  
**BACHELOR OF FINE ARTS**

*Studio art degree with a concentration in drawing and painting.*