

Resume

Evan Deterling
Editorial Art Director
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- ⊗ As a creative director/art director, to initiate, guide and perpetuate the creative momentum that exists within a prolific and contagious environment of wit, wisdom and artistic devotion.



01.08/PRESENT

Creative Consultant

CORBIS ZEFA, GMBH

BERLIN, DE

Direct collaboration with SVP, Creative Director of Photography to initiate an archetypical collection of imagery informed by emergent urban trends in fashion photography and peer-to-peer media culture, including internal proof-of-concept and recruitment of defining talent. Developed strategic rebranding of entire Corbis Creative Photography product spectrum to align with conceptual directions and to respond to rapidly evolving industry trends. Creation of new brand charters, brand maps, brand editing guidelines and brand inspiring publications.

11.02/PRESENT

Freelance Editorial Art Director

Provide art direction, design and creative input for fashion, feature and culture-focused publications, while collaterally servicing various advertising agencies and corporate clients. Selected clients:

• DETAILS MAGAZINE / CONDE NAST

NEW YORK, NY

Produced feature-well and fashion layouts in close collaboration with the Creative Director and staff, on-site, on a regular, issue-by-issue basis. Redesigned all fashion service sections preceding the feature-well.

• SURFACE MAGAZINE

NEW YORK, NY

Served as Art Director for *Issue #57* winter fashion well. Coordination with staff to produce final layouts.

• BLACKBOOK MAGAZINE

NEW YORK, NY

Art Director for *State of the Arts* issue. Retained to unify the thematic direction of the issue and bring conceptual enhancement overall. Directed layouts and production with a modest but dedicated staff.

• TIME, INC. / ESSENCE COMMUNICATIONS

NEW YORK, NY

Retained to provide photographic art direction for the internal prototype of a new magazine entitled *Suede*. Provided conceptual direction, photographer and talent selections and studio art direction for feature fashion, beauty and accessories shoots exclusively targeting upscale women of color.

08.06/06.07

Art Director

URB MAGAZINE

NEW YORK, NY

Retained to build newsstand presence and add dimension to this respected, 15 year-old publication through feature photography and personality-driven layouts. Directed emphasis toward bolder celebrity covers and a merging of portrait and documentary styles throughout. Directed emerging talent in fashion photography mixing urban street-labels and couture. Coordinated budgets and schedules with L.A.-based staff to print at the highest quality attainable with limited resources.

12.04/05.05

Creative Director

WHITEWALL MAGAZINE

NEW YORK, NY

Developed original concept and prototype for this upscale art/lifestyle publication, including naming, editorial direction, reportage styling and market placement. Produced proof-of-concept issue with original Editor-in-Chief, including direction of location photography featuring leading artists and collectors. Designed signature typography. Liaised with contributors and talent. Managed restrictive budgets and schedules. *(Please note: the currently circulating version of this title retains only my original logo/cover format).*

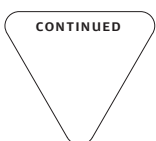
19.01/11.02

Creative Director

SMOCK MAGAZINE

NEW YORK, NY

Urban contemporary arts magazine with a focus on fashion. Evolved the prototype to achieve greater legitimacy in the arts community. Developed themes with Editor-in-Chief. Liaised with artists, gallerists photographers and fashion stylists to stage fashion shoots within blue-chip New York galleries.





01.99/12.99

Art Direction*SURFACE MAGAZINE**SAN FRANCISCO, CA*

Fashion/culture/design magazine with international distribution. Redesigned FOB Surveillance section, approx. 30-40 pages per issue. Responsible for art direction of photography and illustration, editing of content and supervision of production and pre-press.



05.00/11.00

Art Direction*MCONFIRM**PRAGUE, CZECH REPUBLIC*

Partnership developing a GSM (WAP) banking / POS transaction service based on Bluetooth technology. Assigned to develop service awareness through product identity and marketing to an Eastern European audience. Conducted presentations to key banking industry partners. Conducted consumer focus groups. Contributed to development of a franchise business model and to the schematic design of user experience.

10.99/05.00

Associate Creative Director*HIGHWAY ONE ADVERTISING (DMB&B)**SAN FRANCISCO, CA*

Developed creative briefs with account planners for AAA, Capital One Bank and internet industry clients. Generated concepts through strategic explorations. Provided direction for art and copy. Provided on-set art direction for photography. Led presentations for existing clients and new business pitches.

10.96/05.98

Senior Designer*JACOBS FULTON DESIGN GROUP (JFDG)**PALO ALTO, CA*

Produced annual reports for Fortune 500 technology and industrial clientele, including Altera, LSI Logic, Baan, Verilink and Hewlett-Packard. Developed conceptual strategies through creative sessions with senior executives, writers and IR consultants. Responsible for art direction of photography and art, design direction, direction of internal and freelance staff, estimations, budget tracking, scheduling, and on-press supervision

09.92/10.96

Freelance Art Director• *DETERLINGDESIGN**RALEIGH, NC*

Provided creative direction to various advertising agencies, including client presentations and liaison, art direction of photography, direction of internal staff, copywriting, production supervision and coordination with account services to maintain client satisfaction and budget parameters.

• *DETERLINGDESIGN**MINNEAPOLIS, MN*

Within a consortium of freelance copywriters, produced a wide range of print design and advertising for both private clients and advertising/marketing firms. Provided all services from concept to completion.

06.90/09.92

Creative Director / Principal*BELROSE / DETERLING GROUP**MINNEAPOLIS, MN*

Served as primary creative team for a consumer account and a VAR tech account, and serviced others on a per-project basis. Created print, POS and radio advertising, identity programs, fleet graphics, marketing materials and packaging. Coordinated projects with outsourced writers, researchers and media planners.

07.89/06.90

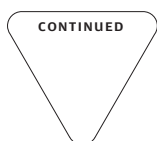
Freelance Designer / Art Director*FREELANCE**MINNEAPOLIS, MN*

Provided services to public relations and marketing firms on an ongoing basis. Responsible for projects from concept to completion, ranging from media kits to upscale brochures and graphic identity programs. Gained extensive pre-press and pressroom knowledge supervising very complex, multi-pass offset print runs.

06.87/07.89

Art Director*DELLIS / JACOBSON ADVERTISING**MINNEAPOLIS, MN*

Produced consumer retail and B2B advertising and packaging. Assigned to every aspect of traditional creative and production processes, including market rendering and typographic mark-up for composition. Gained photo direction and client presentation experience, and directed analog lithography and pre-press.





09.83/06.87 ○

College of Associated Arts

BFA, COMMUNICATION DESIGN

ST PAUL, MN

Fine arts and applied design curriculums. Concentration on typographic design and photography.

01.87/12.94 ○

MCAD (Minneapolis College of Art and Design)

CREDIT AND NON-CREDIT EXTENSION

MINNEAPOLIS, MN

Computer graphics and studio art curriculums.

01.86/06.86 ○

Art Director Internship

SPANGLER / FISHER ADVERTISING

MINNEAPOLIS, MN

Marker layouts, line illustration, color specifications, ran the stat camera.



Online portfolio available at www.evanonearth.net

References available upon request.