



# Arlo Bryan Guthrie

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Art Director  
Graphic Designer  
Web Designer/Developer

## EDUCATION

### Illinois Institute of Art

2002 – 2005

- BFA, Visual Communications

### Virginia Tech

1992 – 1996

- BA, Theatre Arts
- Focus in Directing and Arts Management

## SPECIALTIES

- Creative concepting for advertising, experiential marketing, and interactive media
- Exceptional writing and presentation skills
- Experienced graphics software knowledge (Adobe Creative Suite, QuarkXPress)
- Competent in web design and development (HTML, CSS, JavaScript, Flash, PHP, MySQL)
- Working knowledge of digital video (Final Cut Studio, Adobe AfterEffects)
- Mac OS X and Windows

## EXPERIENCE

### Art Director

ProActive, A Freeman Company

February 2006 – Present

- Provides art direction for print and interactive design projects in tandem with Creative Directors and/or Producers
- Manages internal team of designers and outside creative resources such as copywriters, illustrators, photographers, and printers
- Delivers compelling proposal and presentation materials under tight deadlines
- Designs and develops a wide variety of deliverables including event branding, promotional collateral, speaker support, interactive media, and video/motion graphics
- Presents design solutions directly to clients, in conjunction with Account Managers
- Translates marketing objectives into creative strategies
- Maintains internal marketing resources, including website, e-newsletter, PowerPoint presentations, and document templates, ensuring consistent branding across all collateral

### Freelance Designer

April 2000 – August 2007

- Designed printed materials for clients in various industries
- Authored multimedia solutions such as websites and promotional CD-ROMs
- Clients included PerformInk, ChicagoHome.com, Chicago Panel on School Policy, and many Chicago arts organizations

### Marketing Assistant

Glencoe/McGraw-Hill

June 2001 – February 2006

- Designed promotional materials for print and on-line delivery
- Maintained content of website and advised on functionality
- Maintained intranet resources of customer data and product information
- Supported marketing efforts of Marketing Manager and national sales force

### Marketing Manager

Defiant Theatre (volunteer position)

1996 – 2002

- Designed most marketing collateral; designed and maintained online presence
- Developed, and implemented marketing plans for all company events
- Created and managed company's first successful subscription campaigns, increasing subscriber base by 250% in two years

References available upon request.