Wayne A Wilkes

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OBJECTIVE

To produce exceptional work that pushes the limits of technology and delights the people who use it.

Art is a form of communication – a universal, visual language that transcends communication barriers. For me, it has always been a vehicle for creative problem-solving, shaping and planning human experience. By making the intangible tangible, art has purpose. Color is an important element in my work – it is subjective and influences its surroundings while adapting and changing itself to be a part of the whole. I constantly try and work the whole canvas, using color within colors to form a cohesive bond between the shadows and the highlights. I start with rough blocks of dark and light color, slowly refining but never losing a raw type of energy and movement. Broad thick brushstrokes, similar to an impressionistic approach, give way to implied detail while capturing the energy and emotion of the moment.

HIGHLIGHTS

- Designer first and foremost
- Exceptional Design, Drawing, and Color skills
- Over twenty years of graphic design experience
- Over twenty years of web design and development experience
- Seventeen years experience with Flash design and development of interactive media
- Works well with a team and also takes the initiative to lead complete tasks
- Extensive knowledge of both Windows and Macintosh operating systems and all relevant applications.
- Proficiencies with: Adobe CC and all previous, HTML5, CSS2 & 3, JavaScript, JQuery/AJAX, PHP, mySQL, ASP, .Net, JSP and more.
- Experience: Adobe After Effects, Final Cut Pro & non-linear video editing

PROFESSIONAL EXPERIENCE

November 2009 - Present
Director of Web and Marketing Strategies - Unbound (formerly Christian Foundation for Children and Aging)
Primary responsibility is to identify, recommend, develop and implement web strategies that best support the organization's goals and objectives. Responsible for monitoring industry best practices and emerging technologies, educating the organization about them, making recommendations on utilizing them, and implementing selected recommendations. Design and brand consistency and how users interact with our sites are key proving an optimal user experience.

January 2009 - Present
Designer/Owner - W2design
I left VML at the beginning of 2009 and have been pursuing my own client base and creating design work both in print, as well as for the web. I am proficient in design as well as full development and handle everything from design through full development including database creation/administration and all

necessary back end development.

Along with Design and Web Development wprk, I also remain active with fine art. I work in oil primarily, but also use acrylic for smaller format pieces. Recently I was part of the KCAI CP Faculty exhibition where I showed a 48x48in oil on canvas piece of the performing art center.

August 2012 - Present
Adjunct Faculty in Illustration (undergraduate program) - Kansas City Art Institute
Instruct and work with Senior level students on utilizing technology as a self-promotional channel. Online portfolio development as well as a variety of digital media techniques and skills that will benefit them in finding career opportunities.

August 2007 - Present
Faculty for Multimedia Certification Program - Kansas City Art Institute
Instructing and leading various classes at the Kansas City Art Institute For their Certification Programs. Digital Imaging I and II, Design Principles for the Web, Multimedia Strategies, etc. Part of my responsibilities is to meet as a team with the VP and other faculty to discuss and continually evolve the curriculum to meet the changing needs of the students.

April 2005 – January 2009
Senior Art Director – VML, Inc.
Primary focus is on creative, designing and developing solutions for the clients needs. Online campaigns, web sites, applications as well as supporting offline print materials. Directing other designers and working closely with client involvement to turn their requirements into concept designs.

Worked on such accounts as Ford, Intuit, Hill's Pet Nutrition, Colgate, Mountain Valley Spring Water, Midas, Sprint, Bayer, Budweiser, Ernst & Young, Kansas City Convention and Visitor's Association,, VML.com, and more.

September 2000 – April 2005
Senior Web Designer / User Experience – Sprint
Primary focus is on defining as well as designing the optimal online experience for various Sprint properties such as residential long distance, Sprint PCS consumer and Sprint Business.

- **Information Design** – From creating new products available on the web, to helping customers find their invoice and pay their bill, ID work was done to aid in the mapping of business requirements and necessary data elements, to build a user experience that is intuitive and helpful. The use of "Wire Framing" is extensively used to quickly establish page layout, user flow and variations at a detailed level.
- **Visual Design** – New product campaign, banners and associated creative advertisements were created for various aspects of the web. With new products, often came the need to define a new type of process, navigation or visual layout to effectively present the information to the user.
- **Interactivity** – Various projects were designed and implemented with the use of Flash, to add a more engaging experience for the users. Often times new products or simply a new ad campaign from other media such as television or print collateral, would need to be brought to the web and deliver the same message. Research and Development projects were also completed to discover other means to engage the user and help them find "a plan" and "a phone" that is right for them. With the use of existing database content, coupled with XML and Flash, Flash based applications were developed.
- **Brand, Identity and Continuity** – In all that is done, it is important that the Sprint Brand be represented accurately and reflects the message it has stands for. Participation in a cross business unit team to create a set of standards to bring a consistency to all of the many faces of Sprint.
- **Implementation** – With over fourteen years experience in web design, I bring a significant amount of

technical knowledge to every project. I have worked extensively with HTML, XHTML, CSS, JavaScript, DHTML, ASP, JSP, XML, PHP.

April 98 – 2000
Senior Designer / Art Director - BV Solutions Group, Inc.
Primary focus is on directing other designers and working closely with client involvement to turn their requirements into initial concept designs, both visually and informational, with web based projects as well as CD-ROM and print.

- **Information Design**
- **Visual Design**
- **User Experience**
- **Brand and Identity**
- **Implementation**

May 95 – April 98
Designer/ Manager – **Straus Peyton Imaging**

- **Digital retouch**- Digital touch up art work was done using PhotoShop to photographic portraits for the output of a new negative.
- **Design** - Create various collateral pieces; Responsible for conceptual ideas through the design and creation process. Direct final production as well as oversee the press run.
- **Illustration** - Creating illustrative images to be used in print, the Internet and load screens for various software packages.
- **Digital fine art renditions** - For numerous photography studios world wide, their photo images are scanned, then transformed into either a watercolor or oil painted look; the style and amount varies to the costumers taste.
- **Art Director** - Supervising two digital artists work and managing the work flow by assigning projects according to skill and time restraints.
- **System Administration;** Responsible for keeping all computer systems operational and optimized. Maintaining the network so all machines can print and talk to one another.

July 95 – Dec 97
Designer – SP Interactive
Responsible for meeting with clients and gathering necessary requirements; create several concepts to begin the design process of Internet based sites. Implementation of the designs were then carried out and published to the web servers.

Sept. 95
Instructor - Kansas City Art Institute
Facilitated workshops in Adobe PhotoShop and Painter for the Faculty of the Painting Department. The intent of this workshop was to introduce the painting faculty to the technology available and provide them with the ability to create art digitally while still using a traditional approach.

Jan 95 – July 95
Production Designer/ 3D Modeler - Media 5 Productions
Working with 3-D modeling software; animation; CD-ROM game development and authoring. Game concepts and production of various pieces of CD-ROM based games; Production design on 3-D objects created from found photographs or from rough sketches.

Various freelance projects
Collateral design and illustrations; Photography, Editorial Illustrations for magazine articles; CD illustrations,

layout and design; Web design and development, Enhanced CD design and development.

EDUCATION

- **May 1995** - Bachelor of Fine Art from the Kansas City Art Institute with a major in Graphic Design/ Illustration.
- **May 1991** - McCluer High School

ONLINE WORK

- http://www.unbound.org
- http://www.riseanddream.com
- http://www.southernaccentcatering.com
- http://www.artsbilliardsupply.com
- http://legionreynolds.com
- http://www.waynewilkes.com
- http://www.w2-design.com
- http://www.facebook.com/w2design
- http://www.facebook.com/w2art
- http://www.soundfactorymusic.net
- http://www.anthologygearwear.com
- http://www.grantinvestmentgroup.com
- https://www.mycontentsclaim.com
- http://www.purgedbyfire.com
- http://www.vml.com

AWARDS

- **2014** - Non Profit Connect - Philly Award: Electronic Newsletter
- **2014** - KC+Connect - Boulevard Brewery Sponsored Artist in May, June, Sept, Oct and Nov
- **2013** - Prairie Village State of the Arts Juried Exhibition
- **2007** - Bayer CropScience won a first place NAMA award for Advertising on the Web and a first place award for Internet Website.
- **2007** - Best Travel Website for Kansas City Convention and Visitor's Association (KCCVA) in the Hospitality Sales and Marketing Association International's Adrian Awards.
- **2005** - Interactive Media (Kansas City Ad Club Gold Omni)
- **2005** - 360 Architecture was shortlisted by the British Interactive Marketing Awards for Best Website. The BIMAs recognize and reward creative excellence in interactive design.
- **September 2002** - Sprint Quarterly Value of Excellence Award
- **July 1998** - Outstanding Performance 2nd Quarter 1998 – Black & Veatch
- **April 1995** - "The Starr Foundation Award" Society of Illustrators Annual

Fine Art Exhibitions

- **2014, Decemeber 5** "*Hello Art Small Works Exhibit*" -group exhibition
  Hotel Phillips 106 W. 12th St, Kansas City, MO 64105
- **2014, November 7 – November30** "*KC Connect*" -group exhibition
  Mid-America Arts Alliance 2018 Baltimore Ave, Kansas City, MO 64108
- **2014, Octoberber 3 – October31** "*KC Connect*" -group exhibition
  Outpost Worldwide 1919 Baltimore, Kansas City, MO 64108
- **2014, September 5 – September 30** "*KC Connect*" -group exhibition
  Hilliard Gallery 1820 McGee, Kansas City, MO 64108
- **2014, June 6 – June 30** "*KC Connect*" -group exhibition
  Weinberger Fine Arts 1800 Baltimore Ave, Kansas City, MO 64108
- **2014, May 9 – May 31** "*Literature, Libations, & Landmarks*" -solo exhibition
  R.G. Endres Gallery 7700 Mission Road, Prairie Village, KS 66208
- **2014, May 2 – May 31** "*KC Connect*" -group exhibition
  Leedy-Voulkus Art Center 2012 Baltimore Ave, Kansas City, MO 64108
- **2013, December 19 – January 24** "*Inspired Works from the writings of Edgar Allan Poe*" -Joint
  exhibition
  Cowork Waldo 7449 Broadway Kansas City, MO
- **2013, October 11 – October 31** "*State of the Arts Juried Exhibition*"
  R.G. Endres Gallery Prairie Village, KS
- **2013, June 7 – July 19** "*kansas City: process, inspiration, and a collection of paintings*" - solo exhibition
  Century 21 (6th floor Firestone building) Kansas City, MO
- **2013, April 5 – May24** "*kansas City: process, inspiration, and a collection of paintings*" - solo exhibition
  Cowork Waldo 7449 Broadway Kansas City, MO
- **2013, May 1 – March 22** "*kansas City: process, inspiration, and a collection of paintings*" - solo exhibition
  KCAI North Campus Kansas City, MO
- **2012, May 18 – July 27** KCAI CPS Presents "*The Instructor exhibition*"
  KCAI North Campus Kansas City, MO
- **2011, April 1 – 19** KCAI CPS Presents "*The Instructor exhibition*"
  KCAI Crossroads Gallery Kansas City, MO
- **1995, April** Society of Illustrators
  New York, NY

REFERENCES:

Available upon request