



GREG ARVANITAKIS

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SKILLS

Art Direction, Sketching, Drawing,
Creative Concepting, Creative Design,
UX - Wireframes, Web Site Design,
Client Presentation, Pitch Deck Design,
Illustration, Photography

SOFTWARE TOOLS

Photoshop, Illustrator, In Design,
Premiere, Lightroom, Figma, Sketch,
Procreate (iPad), Google Slides, Google
Docs, Keynote, HTML (functional use)
and CSS (functional use)

EDUCATION

THE ILLINOIS INSTITUTE OF ART
BFA – Media Arts And Animation
September 2000

THE UNIVERSITY OF IOWA
BA – Media Production (Honors)
May 1997

Professional Experience

THE MX GROUP

SENIOR DIGITAL ART DIRECTOR | 2018 – 2024

Creative lead on multiple B2B digital projects, such as web site redesigns, banner and email campaigns, social media, ebooks, and video projects. Clients included US Cellular, Smile Direct Club, Lexis Nexis, HPCC Systems, Grundfos, Unishippers, and World Wide Express.

INTOUCH SOLUTIONS

SENIOR ART DIRECTOR | 2013 – 2018

Creative lead for concept and design execution of responsive web sites, a mobile game, training apps, and the creation of social media creative for multiple pharmaceutical clients including Abbvie, Baxter, Baxalta, and Gilead.

CRITICAL MASS

SENIOR ART DIRECTOR | 2006 – 2013

Advanced from Senior Designer to Senior Art Director, with responsibilities including conceptual development, collaboration with planners, information architects, and front end development, as well as design, client presentation, employee management and direction. Client work included USAA, Infiniti, Budweiser, The Las Vegas Convention and Visitor's Authority, Valvoline, Gillette, and Albertsons.

NOBLE

SENIOR DESIGNER | 2003 – 2006

As part of the digital team was responsible for concepts and design of digital media and web sites to help support the traditional campaigns of the agency. Clients included American Airlines, Gerber, Massachusetts General Hospital for Children, Schlage Lock, Kryptonite Lock, Sea Doo, and USG.

TELESIS DESIGN GROUP

MULTIMEDIA DESIGNER | 2000 – 2002

Primarily designed and created small Flash and HTML websites for local businesses. Other work included creating presentations and CD-ROMs for trade shows, 3D computer modeling and rendering, and 3D walk through animations.