

Philip J. Thornton

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Creative Leader / Strategic Brand Builder / Manager and Mentor

Effective, personable manager leads with skills that include coaching, improving work processes, and mentoring staff to improve creative thinking, understand larger corporate goals, and work efficiently.

Creative leader inspires teams to be mission-focused and enthusiastic about quality.

Persuasive communicator delivers formal presentations, creative briefs, brainstorming sessions, sales calls, and one-on-one meetings. Writes clearly and convincingly.

Career Highlights

- Building and maintaining a wide community of clients as a deputy program manager and a senior art director on a government contract to the U.S. Department of Transportation (DOT). Served as a creative leader for a team that provided quality products and received excellent customer experience ratings. Consulted as an authority to resolve communication-strategy questions.
- Created a comprehensive job-estimation form to gather all necessary information through personal conversations. Trained staff how to estimate a job, understand their role, and see the bigger picture.
- Developed and implemented file-naming and archiving protocols for in-house creative studios.
- Concepted and designed a series of detailed infographics in collaboration with the writers of an extensive report on the future of transportation, published by the Office of the Secretary of Transportation. National media coverage of the book quoted almost entirely from the infographics.
- Led the design work and partnered in the coordination and marketing of a web-based speaker series that attracted over 9,000 registrations from 33 countries on six continents.

Professional Experience

Senior Specialist

Changes, Inc., Remote (Cambridge, MA) (2023 - Present)

Creative Strategy and Direction • Brand Development • Process Improvements and Implementation • Government Communications • 508-Compliance

- Communications for the transportation community including the Federal Transit Administration and the U.S. DOT Volpe Center. Applies principles of design, data visualization, marketing, social media, and branding to engage and educate technical experts, legislators, and the public.
- Acts as job-order lead on multiple projects/teams, leading and collaborating with writers, editors, designers, web programmers, illustrators, photographers, and event planners.

Deputy Program Manager/Senior Art Director

Communications contract at U.S. DOT Volpe Center, Cambridge, MA (2002 - 2023)

Team Lead • Creative Strategy and Direction • Brand Development • In-house Client Service • Vendor Selection and Negotiations • Process Improvements and Implementation • Government Communications

- Managed and inspired staff with enthusiasm and honesty. Prepared creative briefings. Conducted performance reviews. Counseled and monitored corrections to performance issues, including transitions.
- Estimated and monitored costs and performance of subcontractors and vendors. Negotiated prices and assured consistent quality. Possesses expert knowledge of the printing process and press checks.
- Marketed the contract's suite of skills within the Volpe Center.
- Contract was administered by the following companies: Planners Collaborative, Inc.; CASE, LLC; MacroSys, LLC; and DIGITALiBiz, Inc.

Art Director

Ceaco, Inc., Watertown, MA (2001 - 2002)

Studio Head • Creative Strategy • Brand Update and Implementation • Consumer Packaging

- Created consumer packaging, directed staff of designers and freelance illustrators. Assisted in developing concepts for puzzles and the rules of play for children's card games.
- Managed the art department. Established and delivered the company's first department-wide written performance reviews. Interviewed for new hires, including full-time and freelance.
- Developed the work and approval process for the studio as they created products for the company's annual make-or-break trade show. For the first time in the company's history, the preparation required no overtime from the staff of designers.
- *Honor:* Oppenheim Toy Portfolio Gold Award for *The Scrambled States of America Game* — Design lead and art direction. Partner on the game's concept development.

Graphic Designer

River City Studio, Kansas City, MO (1999 - 2000)

Creative Strategy and Direction • Brand Creation • Client Point-of-Contact • Vendor Selection and Negotiations • Business-to-Business • Business-to-Consumer • Sales Calls • Brainstorm Leader

- Created web and print marketing, collateral, and branding. Wrote studio's self-promotion mailer.
- Negotiated prices and assured consistent quality with vendors. Directed press checks.
- *Honor:* Silver OMNI Award for Web Design; Advertising Club of Kansas City — Web design, writing, illustration, and concept development.

Art Director

DST/Output Technologies, Kansas City, MO (1994 - 1999)

Creative Strategy and Direction • Brand Creation • Client Point-of-Contact • Vendor Selection and Negotiations • Business-to-Business • Business-to-Consumer • In-house Client Service • Expertise in Printing Process

- Designed printed materials from initial client conversations to final production.
- Collaborated with printing-press operators (studio shared building with printing plant).
- *Honors:* *Admissions Marketing Report* magazine's national competition: Gold Certificate and Best of Show Trophy; *Print Magazine* national design contest issue (two pieces included); KC International Association of Business Communicators Bronze Quill Awards: two Awards of Excellence (top honors in two categories) — Design, art direction, photo direction.

Education and Professional Development

Bachelor of Fine Arts in Design

University of Kansas, Lawrence, KS

- Attended on a full scholarship from the Army ROTC

Captain, Print Officer

Kansas Army National Guard, 105th Public Affairs Detachment, Topeka, KS

- For eight years, managed staff of writers and photojournalists. Together, we produced an award-winning newspaper, *The Plains Guardian*, for the state's guard members and politicians. Earned national awards for my writing and photography.

Adjunct Professor of Typography

Johnson County Community College, Overland Park, KS

Officers Basic Course

U.S. Army Adjutant General's Corps, Fort Benjamin Harrison, IN