



## DAVE MESEWICZ

11706 Sundance Trail, Mokena, IL 60448 + 312-771-6041  
dave@davemezdesign.com + davemezdesign.com

### SKILLS

Creative Direction, Art Direction, Design, Photo Supervision, Project Supervision, Art Production.

Adobe Creative Suite: InDesign, Illustrator, Photoshop, Premiere Pro with experience in After Effects, Muse, Tumult Hype, ProTools, MS Office and Google Docs.

### PROFESSIONAL EXPERIENCE

#### CREATIVE DIRECTOR

1991 - 2018 AgencyMSI · Chicago, IL

- + B2B and consumer brand development
- + Brand supervision guiding messaging, visual authenticity and consistency
- + Brand identity, packaging, advertising and merchandising solutions for global brands
- + Design direction for campaign programs that increased membership of pro contractors and engineers by 25%
- + Creative team leader for product launches and brand line extensions that increased brand recognition and sell-in to major retailers
- + End-to-end project supervision, including estimating, scheduling and managing a team of 5 designers, 3-5 production artists and external partners
- + Leadership and motivation of design and production teams effectively increasing efficiency through process improvement
- + Daily client contact and relationship builder influencing consistently excellent performance resulting in long-term client retention
- + Creative direction for new business efforts, including word-smithing and design of capabilities presentations

### PROFILE

I'm focused on elevating awareness and preference for brands, products and services. I aim to inspire, mentor and manage great work with a team that is committed to continually taking creativity to higher levels. I'm passionate about developing effective print and digital concepts based on sound strategies that achieve and exceed creative marketing objectives.

### CLIENTS SERVED

#### KCD BRANDS

Lead creative contact for KCD Brand Team on retail packaging, artwork guidelines, store experience initiatives, brand extensions and promotional program themes.

#### KENMORE

- + Creative team leader from 2015-2018
- + Maintained and evolved Kenmore & Kenmore Elite Brand packaging design and extensions
- + Responsible for KenmoreSmart and KenmoreDirect addenda to brand standards

#### CRAFTSMAN

- + Agency creative team leader for packaging, category signing and trade show for in-store and retail partners
- + Led design development of brand line extensions and promotional program themes
- + Developed & managed creative and art production for domestic and offshore vendors



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### CLIENTS SERVED [cont.]

#### DIEHARD

- + Creative team leader for brand mark evolution, package design refresh and brand guidelines
- + Art direction and production supervision of retailer partner packaging programs
- + Led agency creative team for new product development and merchandising concepts

#### LOCHINVAR

Brand identity evolution, micro-site design, print advertising, video and sales materials for Engineer and Contractor trade channels.

#### INSINKERATOR

Creative direction and design of sub-brand identity, website, video, print and electronic sales materials for Grind2Energy program.

#### PENTAIR TRADE BRANDS

Creative direction and design supporting new brand consolidation strategy, ad creative for trade channels, loyalty program, catalogs, and support materials for multiple pro brands.

#### PENTAIR RETAIL BRANDS

Led design and production for retailer brand packaging, merchandising, catalog and collateral for The Home Depot, Lowe's and hardware channels. Led packaging and merchandising set design, sell-in development and successful implementation for 1500+ Lowe's locations.

#### AFX

Re-brand naming and identity development, launch materials, trade show and collateral design and creative direction.

### THE HOME DEPOT

House brand development for Hampton Bay, Glacier Bay and Commercial Electric. Multi-sku packaging programs, store signing programs and artwork management for domestic and offshore manufacturers including Husky Tools (Stanley), Rigid Tools and Bosch.

### HUSKY TOOLS

Designed, art-directed and project managed new packaging and 5-bay merchandising set involving multi-vendor coordination that successfully sold-in and implemented at 1200+ Home Depot stores.

### AMERICAN STANDARD

Art direction and sell-in for American Standard merchandising set for The Home Depot. Design team lead for Eljer Brand packaging refresh and Menards category merchandising design for successful sell-in of a 5M product line.

### ALSO WORKED WITH

White-Rodgers (Emerson), Chamberlain, Briggs & Stratton, Broan-Nutone, Danco, NDS, Rain-Drip, Elkay, Dremel, American Standard, Eljer, Amerimax, Generac, Greenlee, Guitar Center, Hilco Global, Juice Batteries, Tru-Value, La-Co Industries, Nano-It, Papa Charlie's, Parex USA, Pelonis USA, Pep Boys, Newell-Rubbermaid, Steamist, Universal Forest Products, Viega, Villager's Hardware, Alto-Shaam and more.

### EDUCATION

Southern Illinois University, Carbondale, IL  
B.S. School of Communications and Fine Arts  
Over 20 years of agency B2B and consumer experience.