

CALVIN LYTE

CREATIVE DIRECTOR

me@calvinlyte.com | 347-645-8494

Freelance Creative Director January 2016—Present

- **Burns Group 2021:** *TruBiotic interim campaign*
- **The Soze Agency 2020:** *Franklin County Ohio PSA for voting SAFELY during the 2020 election. "Wash your hands, Wear a mask & Watch your Distance"*
- **The Soze Agency 2020:** *COVID-19 Contract Tracing campaign called "Be The One"*
- **Evoke Group 2019:** *Concept and Art Direction for CAR-T. A Bristol Meyers Squibb product*
- **McCann Health 2018:** *Concept for BAQSIMI. The first and only dry nasal spray to treat very low blood sugar.*
- **Burns Group 2017:** *Centrum, Earth's Best Organic & Colombia Business School*
- **KBS 2017:** *Allstate, Vanguard, JBL*
- **Publicis 2016:** *Pharmaceutical*
- **Possible 2016:** *Black Rock Investments / iShares*
- **Phear Creative 2016:** *Jameson, Betfair and Regatta*

McCann NYC December 2013—January 2016

Associate Creative Director

(Cigna, Nikon, Army & American Airlines)

During my time as an Associate Creative Director working on Cigna, Army and Nikon. My primary tasks were to oversee concepting and day to day visual creative direction. I worked directly with the client and agency account teams to address creative briefs. My role also required me to directly partner with agencies and vendors in realizing our client's vision. I've supervised both print and TV productions accounting for budget constraint and/or client expectations.

McGarryBowen NYC July 2010—December 2013
Art Director

(Verizon Brand, Verizon Entertainment and Burger King)

As an Art Director at mcgarrybowen, I oversee and direct client creative requests for Verizon Wireless and overall Verizon Brand. As the agency of record for Verizon, mcgarrybowen sets the overall brand message for all of Verizon's marketing needs. My responsibilities include receiving creative briefs as it relates to a specific Verizon product and concepting possible solutions. I've worked on the Verizon account since mcgarrybowen won the business in 2010. During that time I have had the opportunity to work on all aspects of the brand from TV treatments and print shoots to the overall graphic language.

McGarryBowen NYC January 2007—July 2010
Graphic Designer

(Reebok, Chevron, Verizon, Marriott, JP Morgan Chase, InBev, Kraft, Disney, Century21, Crayola, The Wall Street Journal)

Mcgarrybowen was my introduction to advertising. I began in the Production Studio when the studio did more than just production and more Graphic Design. I worked new business pitches and came up with graphic solutions to various design challenges. My very first assignment on day one in the studio was working on Verizon Fios pitch. mcgarrybowen's very first attempt at winning the business.

On a normal day in the studio my responsibilities would be to build and quality control the hundreds of production mechanicals that came into the studio. Because I joined the studio around it's inception, I was able to influence and implement many new procedures that aided in it's efficiency.

Bauer Publishing May 2005—January 2007
Freelance Production Designer

(InTouch Magazine)

While at Bauer Publishing, I worked on the company's InTouch magazine product. My responsibilities included designing some of the magazine layouts and quality controlling the final production before

going out to the printer. I worked very closely with the Creative Director, writers and retouching team to ensure our final product met the standards of what our consumers have come to expect.

Pratt Institute May 2005—September 2006
Graphic Designer

As a Jr. Graphic Designer at Pratt publications I designed marketing material for all of Pratt Institute. I designed event merchandising for artist's visits, lectures and shows. On a larger scale I designed student handbooks, course catalogues, yearbooks, alumni correspondences and collateral for the annual Pratt Show.

Hatherleigh Press June 2004—January 2005
Graphic Designer

Hatherleigh Press was my first creative job right out of design school. I was using Quark XPress and learned the program inside and out laying out 100+ page books for Hatherleigh. My responsibilities included flowing copy and using an elaborate set of style sheets to design and layout these large books. I also designed series of book covers and interior. At the time I considered it tedious and grueling work but I am grateful for what it taught me about working with large amounts of body copy.

Gap Inc. November 2001—June 2004
Sales Associate

My stint at Banana Republic was during my time at school when I thought I wanted to be an Electrical Engineer. I was a sales associate and performed duties from inventory control personell to cashier when needed.

Hamamatsu/Inspex February 2001—September 2001
Test Technician

I was an Ion Wafer Inspector Technician at Inspex Inc. My responsibilities were to learn the various electronic and electrical systems of Inspex's Wafer Inspection station. I would then be sent into the field to conduct routine maintenance and repairs to the Wafer Inspector. I was trained on the Eagle 300 capable of detecting defects on all wafer sizes.

Varian Semiconductor August 2000—February 2001
Electrical Technician

At Varian Semiconductor I assembled quality controlled and tested Varian's E500 Ion Implanters. I worked on a 24hour assembly line producing Varian's very popular ion implanter for sale and shipment to semiconductor manufacturers like Intel, HP and Texas Instrument.

US Navy August 1996—August 2000
Electrician

In the United States Navy I served as an Electrician on the Amphibious Assault ship USS Ashland. As the ship's electrician I operated and maintained the ship electrical power plant. I conducted routine maintenance on all electrical equipment on board the ship to maintain full operational readiness and capability. I also qualified and served as the ship's power-plant operator demonstrating effectiveness and efficiency under high stress and casualty conditions.

During deployment to the Persian Gulf in support of operation Desert Thunder and Southern Watch, I served as custodian for the ship's battery locker. Maintaining the operational readiness of the ship's two fast attack lifeboats and supply cranes.

Education
Pratt Institute BFA, Graphic Design

Art Institute of New York City AOS, Graphic Design

References available upon request