



KEN OTTE CREATIVE

CREATIVE, INTERACTIVE MARKETING & ADVERTISING

Directed creative for national and worldwide brands: Physicians Plus, United Healthcare, Gatorade, Sears, Pepsi, Mountain Dew, Sierra Mist, Dr Pepper, 7UP, Jack Daniel's, Mission Foods, La Quinta, Woodford Reserve, Dave & Buster's, Harley-Davidson, Greyhound, Blockbuster, Hershey's, Physicians Plus, Corona Tools, Frito Lay, Motorola, Miller Lite, Red Dog, Whataburger, and Leinenkugel's.

Experience includes; enterprise website design, mobile website design, mobile app design, social media strategy, social media marketing, user interface design, wireframing, user experience flow and information architecture, insights and statistics, consumer relationship marketing, integrated advertising, online brand strategy, creating and sustaining in-house interactive departments and creative teams.

AGENCIES & TITLES

Knupp & Watson & Wallman – May, 2011-October, 2011

Digital Director

Managed all online spaces for KW2's clients with an integrated, idea-centric approach. As the digital strategy leader, responsible for writing strategy documents and estimates, engaged in new-business ventures, and managed staff that included, web designers, interactive producers, programmers and system architects.

Great Lakes Higher Education Corporation – 2007-2011

Manager – Web Design & User Experience

Managed the creation, design, and production of all web-based products. Established guidelines and standards for user interfaces and overall user experiences. Identified opportunities to strengthen customer relationships online. Recommended and implemented web related solutions in an effort to gain and maintain a corporate advantage.

Slingshot, Dallas – 2005 -2007

Group Creative Director

Managed all online business for the agency, including new business and non-profit organizations. Direct manager of Copy Writers, Art Directors, Information Architects, User Experience Director and Content Specialists, and indirect manager of extended project teams including Flash Animators, Flash Script Writers, Multimedia Specialists, Work Flow Managers, Media Strategists, SEO Planners and Strategists.

TribalDDB, Dallas – 1999 – 2005

Associate Creative Director

Direct manager of Copy Writers and Art Directors, and indirect manager of the extended project teams including Flash Animators, Flash Script Writers, and Information Architects.

Square One, Dallas – 1996 – 1999

Art Director

Created offline and online advertising and marketing with a Copy Writing partner. Managed in-house graphics studio and all online work including web site design, promotions, and intranet sites for all clients and accounts.

Bayer, Bess, Vanderwarker, Chicago – 1995 –1996

Interactive Art Director

Created online advertising and marketing with a Copy Writing partner. Managed all online work including web site design, promotions and advertising within a small agency sub-group called Sonic Boom.

Young & Rubicam, Chicago – 1993 -1995

Graphic Designer

Created composites for traditional advertising and marketing strategies, including: TV, print and collateral.

EDUCATION

BFA – Graphic Design

MIAD, Milwaukee Institute of Art & Design – 1989-1993

Calvin College, Grand Rapids, MI – 1987-1989

ACCOLADES & HONORS

2001 Cannes Cyber Finalist - DSVC Rough
New York Times Ad Innovation Award
AIGA – Dallas Chapter, Series Speaker
DDB Worldwide Pinnacle Award
Dallas Ad League Gold Awards
2004 District Addy Gold – PepsiWorld
2004 Local Addy Bronze – PepsiWorld
2004 Local Addy Silver - Pepsi Smash

CONTACT INFORMATION

Ken Otte

608-216-6010

kenottecreative@yahoo.com

electricrickenny

www.kenottecreative.com