



COLE LONDEREE

Resume

CONTACT INFO

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☎ (614) 619-0345

EDUCATION

Columbus College of Art and Design
BFA Advertising and Graphic Design
2012-2014

Cooper Union Type School
Summer 2014

Maryland Institute College of Art
2010-2011

REFERENCES

Mick Sutter
Executive Creative Director
msutter@simpsonscarborough.com
(202) 306-0542

Lex Hade
UX Director
lexhade@gmail.com
(567) 207-8838

Steven Lovern
Accounts Director
stevenlovern@gmail.com
(804) 586-0595

SKILLSETS

- Maintaining a curious and empathetic mindset
- Excellent organizational skills with proven attention to detail and time management, both independently and on behalf of a broader team
- Knowledge of best practices in design across all mediums, including UI and UX Design principles
- Cultivating a strategic and data-driven mindset with a focus on measurable results
- Articulating an emotionally-driven brand story from concept to launch, both through direction and hands-on execution
- Strong grasp of the principles of brand identity design and the consistent use of brand guidelines
- Open and direct communication
- Mentorship and management of a multidisciplinary team
- Excellent verbal, written, and communication skills, including presenting creative work and leading new business pitches
- Experience overseeing paid, owned, and earned media campaigns
- Photography and videography direction

SOFTWARE

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe XD
Figma
Webflow
Microsoft Suite
Google Suite

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WORK EXPERIENCE

Kanahoma

Vice President, Brand Strategy and Creative
July 2023-Present

Serving as a key member of the agency's executive leadership team and owning the organization's brand strategy work, including research, creative development, and campaign production. Also overseeing all creative operations and acting as a key creative lead on agency work product. Playing a pivotal role in agency expansion, determining how we articulate our product throughout the sales process.

SimpsonScarborough

AVP, Creative
June 2021-July 2023

Set long-term agency goals as a member of senior leadership, while still playing a hands-on role in creative production. Reinforced client partnerships through direct communications, presentations, and business development opportunities.

Creative Director
2020-June 2021

Managed a team of 10+ multidisciplinary creatives, including art directors, still and motion graphic artists, copywriters, and producers. Collaborated daily with strategists, digital specialists, researchers, and account directors. Oversaw the quality and completion of all creative work, ranging from global campaigns to brand overhauls. Owned the process of developing purpose-driven brand platforms and creative strategies.

Associate Creative Director, Design
2018-2020

Set long-term agency goals as a member of senior leadership, while still playing a hands-on role in creative production. Continually reinforce client partnerships through direct communications, presentations, and business development opportunities.

Oversaw the exponential growth of the SimpsonScarborough creative team, which quadrupled in size in the last 3 years alone. As a result, the gross income of the organization has more than doubled from 2019.

Cole Londerree LLC

Freelance Art Director
2017-2018

Partnered with a personal network of multidisciplinary contractors to craft brand stories across various industries — including healthcare, education, hospitality, and retail.

Ologie

Art Director
March 2017-June 2017

Mentored a team of 3+ junior and senior designers and oversaw the quality of all design work.

Senior Designer
May 2016-March 2017

Collaborated regularly with copywriters, strategists, digital content specialists, UX designers, and video producers to craft award-winning higher education campaigns.

Designer
Nov 2013-May 2016

Designed brand and campaign concepts that communicated strategic insights in an original, engaging way.