

TONY BALQUIN CREATIVE DIRECTION+DESIGN

Seattle, Washington tbalquin2@gmail.com tonybalquin.com 214.405.0204

Creative Director with broad experience across integrated platforms that include digital advertising / marketing, visual design, social media, art direction, brand identity, and email marketing. Concept through to production of digital brand guidelines, digital campaigns, template library for email and programmatic display advertising programs.

Extensive experience in print design and production with projects ranging from catalog, magazine, out of home, packaging and CRM campaign mailers.

A hands-on Creative Director with the innate ability to lead and coach creative teams. Applies brand guidelines to marketing strategies to insure a strong, consistent message. A leader that draws upon a self-motivated, work ethic and enjoys working as a team, involving all parties in the creative process to produce the best possible solution to any design challenge.

EXPERIENCE

Nordstrom	Digital Design Manager	2012 - 2024
Amazon.com	Creative Director, myhabit.com	2010 - 2012
Bergdorf Goodman	Creative Director, Bergdorf Goodman Online	2007 - 2010
Neiman Marcus	Senior Art Director, Neiman Marcus Advertising	1998 - 2007

KEY SKILLS

Team Leadership	E-commerce	Visual Design
Art Direction	Print Design & Production	Programmatic Display Advertising
Branding	Creative Strategy	Email Marketing

EDUCATION

University of Oklahoma Bachelor of Fine Arts and Minor in Music Education

RECOGNITION

Neiman Marcus Creative Services Award - Magazine Design

NM Best - Fall Shoe and Handbag Mailer

NM Best - The InCircle Wishbook

DSVC Dallas Show - Bronze for Arizona Lifestyle Graphics and Packaging for Arizona Jeans and Zonz