

# KENNETH SCHWARTZ

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**WEBSITE:** [elschwartzodesign.com](http://elschwartzodesign.com)

## SUMMARY

Senior creative with experience leading a turn-key design process on the client and agency side. Oversight of digital and print media for brand awareness, identity programs, event marketing, websites and online campaigns.

## EXPERIENCE

**CREATIVE DIRECTOR** | 10/2008 - PRESENT  
Elschwartzo Design | Montclair, NJ

Elschwartzo Design is a privately held brand marketing consultancy.  
Clients: Baccarat, Douglas Elliman, Van Gogh Vodka, Marriott, Mandarin Oriental, Vale Resorts, Isaia Napoli, Eidos Napoli, Limoncello, Cape Resorts, Columbia Hospitality

- Managing up to 7 team members including digital and brand designers, writers and account managers
- Oversight of global rebranding projects that produced visual language and tone standards
- Lead role in designing and writing digital assets for social, website and paid media placement
- Secured over \$5M in new business
- Negotiation of all client creative fees

**DESIGN DIRECTOR, BRAND MARKETING** | 7/2003 - 3/2008  
Starwood Hotels & Resorts | New York, NY

A global group consisting of W Hotels, The St. Regis and The Luxury Collection. An in-house team was utilized to reposition the three brands while internationalizing their launch in the Asia Pacific, Latin America, Europe, Africa and the Middle East.

- Management of an internal creative team and hiring of additional freelance talent
- Launched a \$6M integrated marketing program and responsible for creative look across media including digital advertising, print collateral and photography
- Overseeing creative direction of the international agencies
- Authored brand standard guidelines, and held the lead communication role in guideline training between corporate and field operations
- Partnered with purchasing to negotiate and manage \$8M of print
- Ongoing producer of all photo shoots in the North American, Asia Pacific and EAME divisions
- Researched design trends to identify opportunities for next generation product development
- Writing digital CRM copy for partnerships such as Sirius, Bose, Amex, Jonathan Adler and more
- Participated in creating secondary brands

**ART DIRECTOR** | 4/2000 - 5/2003  
Black Ink | New York, NY

Clients: Pepsi, American Express Publishing, Chase, CNN, Forbes

## CONTINUING EDUCATION

General Assembly:  
Google Analytics Bootcamp  
Digital Marketing Strategy  
UX Design Circuit

IDEO:  
Design Thinking  
Storytelling for Influence

Noble Desktop:  
Front End Development CSS/HTML5

## EDUCATION DEGREES

Hahnemann University Graduate School of Medicine:  
Philadelphia, PA  
MA in Art Therapy/Psychology

The University of the Arts:  
Philadelphia, PA  
BFA

## HONORS

Graphic Design USA's best in-house agency award, Graphic Design USA-Person To Watch, Image of the week Ad Week, Medal recipient of the New York Art Directors Club, Featured on Million Dollar Listing