



design aficionado

## CONTACT

303.905.3742

maggie@maggieorourke.com

www.maggieorourke.com

## EDUCATION

### COLORADO INSTITUTE OF ART

Denver, CO

1998 - 1996

- Associate of Applied Science  
Degree in Computer Animation
- Dean's List

"creativity is the power to connect  
the seemingly unconnected."

- William Plomer

## EXPERIENCE

Present

2018

### ART DIRECTOR

Virgin Pulse - formerly Welltok | Denver, CO

I develop integrated marketing campaigns, intuitive user experiences for consumer-facing websites, assorted print pieces and digital assets for one of the most powerful digital health brands in the market.

- Create inspiring and brand-building creative concepts and campaigns that work in a truly integrated way, both online and offline.
- Responsible for the quality of execution and quality of thinking.
- Collaborate with copywriters and managers to develop creative concepts and executions of assigned projects.
- Effectively communicate concepts and hand off to developers for execution.
- Direct video and photo shoots.
- Manage creative resources and servers.

2017

2011

### ART DIRECTOR

Gaiam (Fit For Life, LLC) | Louisville, CO

I designed and executed packaging and marketing campaigns for Gaiam's fitness products as well as media titles that are sold in more than 38 thousand retailers worldwide.

- Design lead for all Gaiam and subbranded packaging.
- Created packaging specifications and constructed mock-ups for client presentation.
- Designed visual concepts that promoted the brand; Developed retail planograms and presentations.
- Produced and designed various digital and print advertisements, brand identities and custom brand marketing.
- Directed various product and lifestyle photoshoots.
- Traveled to catalog press checks, trade shows, sale meetings and consumer events.

2011

2006

### SENIOR DESIGNER

Ultimate Electronics, Inc. | Thornton, CO

As the company's lead designer, I coordinated, organized and art directed the weekly newspaper inserts that were distributed throughout 14 states, reaching an audience of five million people. I also designed various marketing materials including magazines, print ads, catalogs, direct mail and corporate identity assets that promoted all 46 high-end consumer electronic retailers.

2006

2004

### ART DIRECTOR

Etoys Direct, Inc. | Denver, CO

I conceived and designed catalogs for eToys, Sears Roebuck and MyTwinn. I also coordinated and oversaw the catalog production process, including press checks and ensuring quality control with the vendor. I developed a portfolio of marketing materials and corporate communication for the brand.

2004

2001

### DESIGNER/VISUAL MERCHANDISING COORDINATOR

Ultimate Electronics, Inc. | Thornton, CO

I designed and assisted in art directing the six annual catalogs. I was involved with page layout, photography, merchandising, strategic planning and the production of over 4 million copies. As the primary designer for all visual merchandise material, I collaborated with the marketing team to create assets including direct mail and in-store messaging.

2001

1999

### PROJECT MANAGER/ PRODUCTION ARTIST

Focus Designs, Inc. | Denver, CO

I designed and developed corporate identity pieces, logos, illustrations, websites, motion graphics, 3D modeling and computer animation.