



TOM UPTON

Award winning design experience from creative brief to presentation. Proficient in most major system software applications in both Macintosh and Windows environments; including but not limited to the Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat). Projects include: logos, ads, packaging, brochures, newsletters, infographics, catalogs, Powerpoint presentations, trade shows, e-mail, interactive PDFs, direct mail and web graphics.

EDUCATION

Bachelors

Visual Communications

American InterContinental University

Associates

Graphic Design

Delaware County Community College

AWARDS

Art Directors Club of Philadelphia

Outstanding Package Design

Benjamin Franklin Award

Excellence in Direct Marketing

Communicator Award

Campaign up to 3 pieces

CONTACT

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EXPERIENCE

Willis Towers Watson

Art Director 8/2019 — Present

- Working alongside the in-house communications team to create HR marketing solutions that have a direct impact on employees experiencing organizational change
- Clients: Cigna, Rolls-Royce, Amerisource Bergen, Hershey, UPS, Focus Brands, COX Automotive

AES

Senior Designer 8/2018 — 7/2019

- Collaborated with copywriters and marketing partners to develop creative marketing material in the clinical trial pharmaceutical space
- Clients: AbbVie, AstraZeneca, Bayer, Bristol Myers Squibb, Eli Lilly, Endo, GSK, Novartis, Pfizer, Roche, Sanofi and more

Freelance

Art Director 3/2016 — 8/2018

- Freelance Art Director with various agencies and marketing departments
- Partners include: Neuronetics, Vivo Agency, Willis Towers Watson, AAA Mid-Atlantic, Tipton Communications, Harte Hanks, Spur Marketing

Bank of America

Art Director 1/2006 — 3/2016

- Created strategic design solutions for a variety of print and online media
- Collaborated and conceptualized with lead agencies to create consistent marketing campaigns throughout all channels

HRDQ

Art Director 1/2003 — 7/2005

- Designed and produced products for HRDQ, a human resource training firm
- Managed the production schedule and supervised tasks of the graphic designer to ensure the timely completion of all projects

Cetlin Design Group

Graphic Designer 1/1999 — 11/2002

- Clients: Sunoco, Cingular Wireless, Novacare, AIG, Villanova University, Temple University, Tenet Health

DePersico Design

Graphic Designer 1/1994 — 11/1998

- Clients: Campbell's Soup, Tastykake, Stroehmann, Fleer/Skybox, CertainTeed Corp.