

charles truett

creative director



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Girl Scouts of the USA 2014 - present

Creative Director, freelance

Led the design and implementation of a new web platform for the 112 national Girl Scout councils.
Led visual design for a new suite of digital tools for volunteers and troop leaders

Heartbeat West 2012 - 2013

Creative Director

Led the creative group in the Santa Monica office, with clients including Zyrtec, Otsuka, Corcept Pharmaceuticals, Sientra. Launched Sientra's first ever consumer campaign for breast implants

Digitas Health 2008 - 2012

VP/ Creative Director 2010 - 2012

Pitched and won AOR status for BMS ABILIFY, growing the account from digital only to full creative leadership. Launched the award winning "Me and My Depression" campaign, extending to TV, online, and print

Associate Creative Director 2008 - 2010

Creative direction on various accounts:

- BMS - ABILIFY, Erbitux, Sprycel, Ixempra
- Pfizer - Viagra, Toviaz, Detrol, Chantix
- Sanofi Aventis - Ambien, Ambien CR

Digitas 2005 - 2008

Associate Creative Director 2007 - 2008

Senior Art Director 2005 - 2007

Creative team management, interaction design and art direction for accounts including IBM, TIAA CREF, Samsung, American Express, HSBC

MDLF CAMP / Sourcefabric 2004 - 2006

Creative Director

Creative direction and interaction design for two open source software products - CAMPCASTER and CAMPSITE

Parsons School of Design 2005 - 2006

Adjunct Faculty

Taught four semesters with courses including *Introduction to Web Design*, *Adobe Creative Suite* and the MFA level *Collaboration Studio*

eFORCE 2002 - 2003

Senior Art Director

Interaction design and art direction for MTV Networks, Showtime, Sundance

Modem Media 1998 - 2002

Art Director

Interaction design and art direction for Delta, Snickers, JDRF, Christie's, Merck, Kraft, Harris Direct, Wendy's, SC Johnson, Weber, BCBS New Jersey, Citibank

Education

MFA, Design and Technology, Parsons School of Design
BA, Psychology and Communications, University of Michigan