

I lead the interactive creative vision, strategy and communications planning of multiple integrated advertising campaigns; motivating and inspiring a team passionate about delivering a rich user experience while blurring the boundaries of design, technology and emerging media.

My goal is to craft comprehensive brand strategies, utilizing emerging methods and technologies, which transcend traditional advertising efforts producing highly targeted solutions that result in exceptional customer experiences regardless of channel or medium.

Andrew Schultz

Interaction Design & Strategy

Experience

Director of Interactive

GSW Worldwide

Lead the strategy, planning and overall creative vision of integrated campaigns across all brands and business units, in conjunction with traditional media, to deliver truly integrated brand experiences that transcend traditional advertising efforts. Manage interactive group staffing, budgeting, goals and research & development in order to deliver innovative solutions grounded in core strategic and business objectives.

Demonstrate consistent thought, and team, leadership from prospect identification through campaign execution for such brands as Johnson & Johnson, Janssen, Valio, Teva Pharmaceuticals, Graceway Pharmaceuticals, Clinique Medical and Trident Gum among others.

Senior Interactive Art Director (*from Interactive Art Director*)

GSW Worldwide

Lead the creative, architecture and design of interactive campaigns, in conjunction with traditional media, to deliver cohesive media agnostic brand experiences. Oversee user experience and interaction design tactics, information design and architecture, content strategy and mapping, functional documentation, visual design and development.

Coordinate closely with internal and external resources to assist with new business pitches, proposals, project documentation, budgets, timelines and overall project management. Inspire design staff to create user-centric rich media experiences, web sites and interactive advertising campaigns for such brands as Johnson & Johnson, Janssen, Centocor Ortho Biotech, Ortho Clinical Diagnostics and Clinique Medical among others.

Adjunct Professor, Interactive Media

Philadelphia University, Graduate School of Design & Media

Direct scenario based projects including research and development, information design and architecture, visual design and development. Encourage and mentor students to create unique, creative and innovative experiences.

Senior Interactive Designer

Finch Brands, Business & Brand Evolution

Lead the design of all interactive campaigns, inspiring a team to craft unique interactions and compelling user experiences that are strategically driven to support brand execution, core messaging and business objectives.

Coordinate closely with internal and external teams to craft proposals, creative pitches, client presentations, information design, information architecture, wireframes, mood boards, visual design and brand guidelines to deliver innovative solutions on time and on budget for such brands as Everlast Worldwide, Aramark, Lansinoh, China Grill Management, Tower Investments and Performance Bicycles among others.

Interactive Designer

Night Kitchen Interactive

Responsible for the custom design and execution of multimedia interactive websites, kiosks, presentations, games, animations, and e-learning solutions. Coordinate with creative direction, development, instructional designers, project managers, and clients to seamlessly deliver creative direction's vision for such brands as Bristol-Myers Squibb, Novo Nordisk, University of Pennsylvania and The Smithsonian Institute among others.

Education

Bachelor of Arts Graphic Design / Art History Minor

McDaniel College, Westminster MD

Cum Laude with Departmental Honors

Contact

Andrew Schultz

215.806.3632

whatisit@andrewschultzdesign.com

www.andrewschultzdesign.com

www.linkedin.com/in/andrewschultzdesign