

Taylor Baybutt

Senior Art Director

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Graduating in 2008 during the "crash" made me scrappy and passionate. With something to prove, I tried every type of work I could but no matter how good I got at any one thing, it was my thought process that made that work great. For an ad creative, it was not a typical path but during that time I realized I could learn anything for the sake of a great idea.

In concept, nothing starts out fully formed - a few words will do no idea full justice so my process leaves a lot of room for collaboration and feedback. It is important for me to put my work in front of people to stay objective. Though not all suggestions can become expectations, I keep projects flexible until the final stages and make late nights count.

positions

13 / '15 Senior Art Director *iris worldwide, NY*

At iris my primary clients have been Samsung, Smirnoff and BarclayCard and their partners including: JetBlue, T-Mobile, American Airlines, US Airways, NFL Extra Points, and Arrival. I've also spent time on winning pitches for Yahoo! and The People's operator in addition to extensive work on Reckitt Benckiser's CPG brands; Finish, Durex, Clearasil, Resolve, AirWick, and others. Internally, I ran a weekly brainstorm session for the whole agency, built and populated an inter-agency tech blog, created an intern program, and mentored the 5 creative interns we had over the summer of 2015.

10 / '13 Art Director *Noble People, NY*

Noble People (formerly Ikon3) is a full service ad agency founded by Gary Hardwick of Ikon Communications in Australia. We started the company in November 2010, in partnership with Droga5. Starting an agency from scratch included very broad responsibilities. When I started there, my tasks were largely internal - branding the company and building a website & intranet system took up most of my time. As the company evolved, so did my role.

Once we won some business, my role transitioned to creative direction and project/asset management. My work was a major part of every pitch deck and I often was integral to conceptual conversations. Some of the clients I worked on are Coca-Cola's Honest Tea, Ultimat Vodka, USA Today, A&E Properties, and The Hunger Project.

09 / '10 Designer/Developer *Green Map System, NY*

Green Map is an international NGO that enables communities across the globe to map their environmentally poignant locations. Over 160 icons are used to identify over 10,000 sites in 63 countries and over 800 cities. In my time there, we produced a Drupal and Google Maps powered web system for managing and searching Green Maps. I spearheaded our mobile effort and a plethora of print collateral taught me how to work in-house, within an existing brand.

08 BFA Advertising Design *Savannah College of Art and Design, GA*

references

Sean Reynolds Global Creative Director, *iris worldwide*

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Wendy Brawer Founding Director, *Green Map System*

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PS Before you call me out for using hand drawn typefaces, know that I actually made all 6 weights of Manhattan Hand and 3 weights of The Missus Hand.