

Mitch Wells

WEB SITE DESIGN

APL Digital
CBS News
Dell
GMC
Kodak
Kraft Foods
LG

FREELANCE ART DIRECTOR

OGILVY (2007-11) MR YOUTH (2011) IMC² (2011) DIGITAS (2009-10) JWT (2009) RDA (2006)
CHEIL (2005) DEEP FOCUS (2005) PUBLICIS (2004) WUNDERMAN (2004) BBDO (2004)
Designed websites, online advertising, and social networking experiences for
American Express, Aflac, Coke, Cheer, Cingular, Dannon, DHL, Garnier, Harry & David, HBO,
Kodak, Kraft, LG, Microsoft, Merck, Pfizer, Planters, TGI Fridays, Samsung, SAP, Six Flags,
Sony, Time Warner, W Hotels, Wendy's, and Wyeth.

INVENTOR, PRESIDENT

EENIE-MEANIE, INC. — 1999-2008
Invented, patented and sold an internet search method where users can
browse a database in a natural manner. www.eenie-meanie.com

VICE PRESIDENT, CREATIVE GROUP HEAD

LOWE — May 2000-August 2003
Directed all creative for Dell Computers, Lowe's largest online account.
Managed dozens of full-time and freelance creatives, producing hundreds of placements.
while developing the internet strategy that helped Dell become the number one
computer brand. Other clients included Sprite, Amstel Lite, GMC, and Saab.

CO-FOUNDER, MEMBER OF THE BOARD OF DIRECTORS

ICOULDBE.ORG — August 2000-August 2007
Co-created icouldbe.org, a nonprofit organization which has
connected over 6000 at-risk high-school students with career mentors.

SENIOR ART DIRECTOR

AGENCY.COM / I-TRAFFIC — September 1998-April 2000
Founding Art Director, produced
early digital marketing efforts of Disney,
DiscoverCard, and the Discovery Channel.

ART DIRECTOR

THE BUOYANT COMPANY — May 1997-June 1998
Designed and built some of the internet's earliest
web sites for Ernst & Company, AIG,
The Home Shopping Network, and Domestic Bank.

ART DIRECTOR

LFP — December 1994-July 1995
VideoGames Magazine, Tips & Tricks, Ultimate Gamer

ART DIRECTOR

JUPITER COMMUNICATIONS — May 1994-October 1994

AWARDS

First Place: Rich Media, 2003 MSN Creative Awards
Most Visionary Website, Computerworld Honors

EDUCATION

BA in Philosophy of Art, Columbia University, 1993

INTERNET ADVERTISING

3Com
Amstel Lite
CDnow
Cheer
Cingular
Coke
Dannon
Dell
DiscoverCard
The Discovery Channel

Disney

ESPN

Garnier

Harry & David

HBO

Microsoft

Merck

The New York Times

Samsung

TGI Fridays

Wendy's

PRINT ADVERTISING

The American Stock Exchange
BellSouth
The Better Business Bureau
Chief Auto Parts
Dow Jones
Jupiter Communications

LOGO DESIGN

Birches Group
The United Nations

MAGAZINE DESIGN

Barrons
Physician's Weekly
Random House
Tips & Tricks
VideoGames Magazine

PACKAGING DESIGN

2 Skinnee J's
Bed Bath and Beyond
Ralph Lauren
Sweetwaters Coffee & Tea

BOOK DESIGN

The Autobiography of Colin Powell
Robert Riger's Sports Photography