

# Mitch Wells

## WEB SITE DESIGN

APL Digital  
CBS News  
Dell  
GMC  
Kodak

## PORTFOLIO: MITCHWELLS.COM

646.246.6898 me@mitchwells.com

Kraft Foods

## FREELANCE ART DIRECTOR

LG

JACK MORTON (2017-8) FCB HEALTH (2016) OGILVY (2007-8, 11) MRY (2011) DIGITAS (2009-10)  
JWT (2009) RDA (2006) CHEIL (2005) DEEP FOCUS (2005) PUBLICIS (2004) WUNDERMAN (2004)

Designed websites, online advertising, and experiential marketing for  
American Express, Aflac, Belvedere, Coke, Cheer, Cingular, Dannon, DHL, Garnier,  
Google, Harry & David, HBO, Kodak, Kraft, LG, McKinsey & Company,  
Microsoft, Merck, NYU Langone, Pfizer, Planters, TGI Fridays, Samsung, SAP, Six Flags,  
Sony, Time Warner, UBS, W Hotels, Wendy's, and Wyeth.

Maidenform

MasterCard

MIT Sloan

Pfizer

RCA

Six Flags

Sony

Sprite

Time Warner

UBS

The United Nations

Wyeth

## DIRECTOR, DIGITAL CREATIVE

UBS Wealth Management Americas – July 2012-August 2015

Responsible for the creation of all online communications for UBS WMA's brand and  
marketing division. Tasked with being the inhouse thought leader for all digital  
communications—providing guidance to a 20 person team of designers and copywriters.

## INTERNET ADVERTISING

3Com

Amstel Lite

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

## INVENTOR, PRESIDENT

EENIE-MEANIE, INC. – 1999-2008

Invented, patented and sold an internet search method.

## VICE PRESIDENT, CREATIVE GROUP HEAD

LOWE – May 2000-August 2003

Directed all online creative for Dell Computers, Lowe's largest  
internet account. Managed dozens of full-time and freelance creatives.

Other clients included Sprite, Amstel Lite, GMC, and Saab.

Harry & David

HBO

Microsoft

Merck

The New York Times

Samsung

TGI Fridays

Wendy's

## CO-FOUNDER, MEMBER OF THE BOARD OF DIRECTORS

ICOULDBE.ORG – August 2000-August 2007

Co-created icouldbe.org, a nonprofit which has connected  
over 19,000 at-risk high-school students with career mentors.

## SENIOR ART DIRECTOR

I-TRAFFIC / AGENCY.COM – September 1998-April 2000

As founding Art Director at i-traffic, designed and  
executed the early digital marketing efforts of Disney,  
DiscoverCard, and the Discovery Channel.

## EXPERIENTIAL MARKETING

Belvedere

Google Waymo

## PRINT ADVERTISING

The American Stock Exchange

BellSouth

The Better Business Bureau

Chief Auto Parts

Dow Jones

## ART DIRECTOR

THE BUOYANT COMPANY – May 1997-June 1998

Designed and built some of the internet's earliest  
websites for Ernst & Company, AIG,  
The Home Shopping Network, and Domestic Bank.

## LOGO DESIGN

Birches Group

The United Nations

## MAGAZINE DESIGN

Barrons

Physician's Weekly

Random House

VideoGames Magazine

## ART DIRECTOR

LFP – December 1994-July 1995

VideoGames Magazine, Tips & Tricks, Ultimate Gamer

## AWARDS

Two Gold and One Silver Triangle at FCS 2014 Awards

First Place: Rich Media, 2003 MSN Creative Awards

Most Visionary Website, 2002 Computerworld Honors

## PACKAGING DESIGN

2 Skinnee J's

Bed Bath and Beyond

Ralph Lauren

Sweetwaters Coffee & Tea

## EDUCATION

BA in Philosophy of Art, Columbia University, 1993

## BOOK DESIGN

*The Autobiography of Colin Powell*  
*Robert Riger's Sports Photography*