



TONY TESKE | ART DIRECTION, GRAPHIC DESIGN & PHOTOGRAPHY

TOMMY BAHAMA - MAY 2022 TO PRESENT

Tommy Bahama brought me in as Design Lead for their Creative Services team. Executing primarily through Omni channel campaigns, our department is responsible for all digital marketing (email, website, paid & organic social media) as well as in-store signage and restaurant and bar marketing. Within six months of my arrival I was promoted to Creative Services Art Director, where I have continued to help set the bar for our team of talented designers, as well as establish and grow strong relationships with all adjacent teams; Content, Operations, Marketing, Photography, etc.

SALTWORKS - JANUARY 2017 TO MAY 2022

SaltWorks, one of America's largest salt companies, brought me in to bolster the in-house marketing team. I oversaw the creation or refresh of 90% of all packaging materials, generated all digital assets for websites and emails, overhauled photography production, upgraded the in-house studio, and established best practices for all photoshoots. Additionally, as a team we produced a series of targeted micro-sites, which helped generate new avenues of revenue.

KAST DESIGN CO. - MAY 2007 TO 2019

In the 10+ years of KAST, I helped develop design solutions for print, product, e-comm, and packaging applications. Utilizing my photography and design skills, I generated design and marketing collateral for companies such as Harley-Davidson, Adobe, and Nike, and on two separate occasions was contracted as Art Director for Waterski Magazine, a traditional print publication, and PIX Magazine, an online monthly.

H.O. SPORTS, INC - AUGUST 1993 TO MAY 2007

In my 13+ years as the Art Director, H.O. Sports / Hyperlite Wakeboards, I oversaw and managed a 4-person team to design, brand, and market over 300 products annually. In that time, yearly company revenue grew from 2 million dollars to 50 million. Recognized globally as the world's largest manufacturer of high-end waterskis and wakeboards, H.O./Hyperlite represents the pinnacle in watersports gear, a distinction I am proud to have played a key role in building.

ART DIRECTION, GRAPHIC DESIGN & PHOTOGRAPHY

- + Fueling brand awareness and evolution by producing clear and relatable marketing materials through elevated design and photography
- + Understanding that typography is a key component to successful design execution
- + Interviewing, hiring and directing designers, photographers and illustrators
- + Directing and designing apparel & softgoods lines
- + Product and action photography for use in print ads, collateral and yearly brochures
- + Photo studio management

BRANDING & MARKETING

- + Identity and logo development for 30+ brands
- + Designing and producing up to five product brochures per year
- + Magazine advertising, point-of-purchase design, in-store and on-site marketing
- + Web site development and design

DESIGN PRODUCTION

- + Following print guidelines for varying print projects, designed in conjunction with both in-house printing departments and manufacturing/R&D staff
- + Extensive work with domestic and international specialty print shops as well as corporate print shops to oversee the continual production of quality product graphics

DEPARTMENT MANAGEMENT

- + Building high performing creative teams and providing staff with the leadership, resources and motivation to achieve goals and meet deadlines
- + Researching and purchasing software, hardware, art supplies, etc.
- + Keeping up-to-date records on all outgoing designs and incoming artwork and working with operations and purchasing departments to keep track of new designs and graphics production

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