

# Mitch Wells

## WEB SITE DESIGN

APL Digital  
CBS News  
Dell  
GMC  
Kodak

## PORTFOLIO: MITCHWELLS.COM

646.246.6898 me@mitchwells.com

## FREELANCE ART DIRECTOR

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 social experiences for  
American Express, Aflac, Coke, Cheer, Cingular, Dannon, DHL, Garnier,  
Harry & David, HBO, Kodak, Kraft, LG, McKinsey & Company,  
Microsoft, Merck, Pfizer, Planters, TGI Fridays, Samsung, SAP, Six Flags,  
Sony, Time Warner, UBS, W Hotels, Wendy's, and 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.

## 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.

## 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.

## 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.

## 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

## EDUCATION

BA in Philosophy of Art, Columbia University, 1993

## 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

## PRINT ADVERTISING

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

## LOGO DESIGN

Birches Group  
The United Nations

## MAGAZINE DESIGN

Barrons  
Physician's Weekly  
Random House  
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*