

DARREN BOURQUE

92 Glenburn Road, Arlington, MA 02476 | 857.526.2407 | darrenbourque@yahoo.com | bourquecreative.com

Experience design, product design, brand development, digital campaigns, e-commerce, and even augmented reality: I've done it all in my 20 year career in digital media. I'm a results-driven, award-winning creative director without the ego. My passion lies in working cross discipline to concept, design and execute new and innovative experiences to help brands tell their unique story and create meaningful connections with their customers.

EXPERIENCE

I Creative Director | PatientsLikeMe, 2019 - Present

Collaborate with department leads to understand needs and success metrics to establish a holistic experience direction.

Develop brand vision, creative assets, and design principles and guidelines.

Establish a robust design system to ensure a consistent visual language and experience are maintained through all phases of work.

Lead the Creative Team to foster community and collaboration and to mentor and grow talent.

I Creative Director | Isobar, 2018 - 2019

Establish the creative vision and digital strategy for customer-centric brand campaigns and experiences across multiple industries for clients including LEGO, Adidas, and Ahold-Delhaize.

Lead and inspire cross-discipline teams to bring big idea concepts to life.

Collaborate with client stakeholders to build relationships and trust.

I Associate Creative Director | Isobar, 2015 - 2018

I Art Director | Isobar, 2011 - 2015

I Creative Director | One Pica, 2005 - 2011

Collaborate with strategy team to establish client goals and brand objectives.

Establish the design concept and lead the creative teams through the development of brand and marketing campaigns that include experiential, digital, and traditional components.

Oversee and execute information architecture and user experience for complex interactive websites, including e-commerce.

Manage the day to day operations of multiple projects for the creative team including budgeting, scheduling, and project management.

EDUCATION

University of Massachusetts, Dartmouth
Bachelor of Fine Arts | Electronic Imaging | 1997

AWARDS

Throughout my career, my work has received numerous awards and recognition including:

Hatch Awards

OMMA Awards

W3 Awards

Web Marketing Association's
WebAward

Cannes Honors

EFFIE Awards

Facebook Studio Awards

HOW International Annual Interactive
Design Award

AIGA BoNE Awards