



Watusi Design provides design, art direction and creative solutions for a diverse range of business needs. We specialize in the creative: conceptualization and execution of package design in broadcast and video production. Our services encompass a variety of mediums from television, film and digital formats to logo design, print and exhibit design. We are an award winning company with more than 20 years of experience in concept development for broadcast, video, commercials, interactive media, branding, logos, digital illustration, art and creative direction.

## Clients

IBM, CNN, Turner South, Weather Channel Latin America, MCI, PanAm Sat, USA Today, Zap Media, Georgia Power, PJM Power, Sony, J. Peterman, Coca-Cola, HGTV, Heron Bay Resort Community, Bellsouth, UICC Global Cancer Control, James Creek, and MTV

## Experience

### **CABLE NEW NETWORK (CNN)** Atlanta, GA 1987-1999

Design director and designer, specializing in show development and package design for new broadcast. Project formats, set design, production and management of design teams. Supervised and lead production and design sessions.

### **HEADLINE NEWS** Atlanta, GA 1982-1987

Graphic Designer, Design and production of news graphics, show opens and network identity.

### **ADAIR AND ASSOCIATES ADVERTISING** Atlanta, GA 1981-1982

Graphic Designer and Copywriter, Graphic design, layout, comps and mechanicals for print media. Concept and Copywriting, promotional and marketing strategies for clients.

### **J.C. PENNEY CORPORATION** Tallahassee, Florida 1980-1981

Advertising manager, Responsibilities included creation and implementation of advertising and in-store promotion. Design and layout of newspaper ads. Copywriting for print and broadcast.

## Education

### **BACHELOR OF ARTS**, Visual Communications - Florida State University

## Awards

**BDA GOLD 1994** CNN Newsday Open

**BDA SILVER 1994** CNN 1993 year in Review Open

**BDA GOLD 1993** CNN Agenda Earth Open

**BDA BRONZE 1991** CNN Business Package Design

**BDA SILVER 1984** Headline News Marilyn Monroe News Graphic

**HOUSTON FILM FESTIVAL AWARDS 1994** Sex, God and Politics-Graphics and Editing

**HOUSTON FILM FESTIVAL AWARDS 1992** Network Earth: The Cost of Cutting Graphics

**COLUMBUS AWARD 1992** Network Earth Design Package

**NATIONAL FILM INSTITUTE 1983** Conversations with Phreddie Art Direction

**ACE AWARDS 1983** Sexual Abuse in the Schools, CNN Special Assignment

