



craig hedges creative + branding

Craig Hedges

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Experience

Arizona State University, Herberger Institute for Design and the Arts

Assistant Clinical Professor August 2018 - present
Director, InnovationSpace Program August 2021 - July 2023
Faculty Associate, Innovation Space August 2008 - May 2018

Innovation Space is one of ASU's flagship trans-disciplinary programs that brings together students and faculty from visual communication design, industrial design, business, engineering and sustainability to work with real clients who sponsor the program. The transdisciplinary student teams act like a small startup, creating new product ideas in full proposal form. My role is branding innovation and design, helping students develop brands for their new product concepts.



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EQUALITY HEALTH NETWORK
equalityhealth.com

Craig Hedges Creative + Branding

Brand Strategy Consultant and Creative Director October 2009 - present

As a creative and brand consultant, I primarily assist companies and organizations as an unencumbered outside advisor/facilitator to help focus their brand strategy and creative execution, building consensus through a process I have developed called the "brand focus workshop", to define/focus their brand and brand promise, directing the creation of a new brand as well as relaunching and revitalizing existing brands.

Clients: Cereset, Nextier Sourcing, AllHaus, Bevans Institute, Equality Health, Sevinity, Inspection Support Network, Colossal Content, Mannatech, ACC (America's Call Center), Phytopurh, Bank of Internet, Brainstate Technology, Living the Questions, Six Degrees Sensory Branding and the United Methodist Church Southwest Conference.

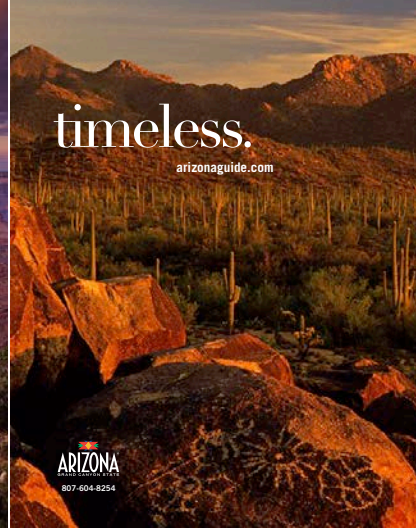
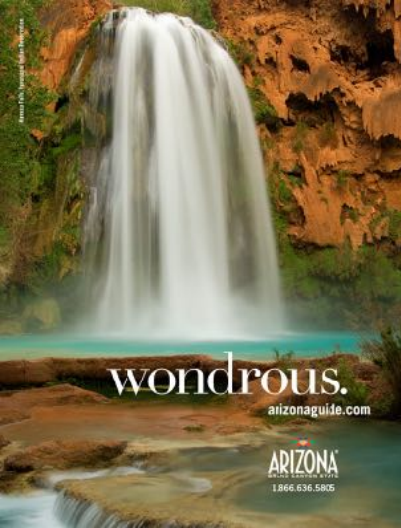


TriVita, Inc.

Chief Brand Officer and Creative Director July 2012 - October 2016

TriVita is a Wellness Company headquartered in Scottsdale, AZ. I was recruited to help establish TriVita as a leader in Wellness Brands. As CBO and Creative director, my responsibility was to lead the creative team in creating and launching numerous new branded products, lead brand focus workshops, create brand strategy, naming, brand identity, packaging and integrated, cohesive marketing campaigns for new product brands in addition to relaunching the parent brand, digital presence, content marketing strategy and their new chain of TriVita Wellness Centers.





Moses Anshell Advertising

Vice President, Creative Director October 2009 - March 2012

Moses Anshell is a local advertising agency with a national reputation for excellent creative work. As creative director and brand strategist, I worked with strategy, media, research, account services and new business to ensure a fully integrated branded approach for all Moses Anshell clients.

Under my direction we created the award-winning "In a word, Arizona" campaign for the Arizona Office of Tourism during an incredibly difficult time when Arizona's reputation desperately needed redemption in the media. Additional clients included US Airways, Grand Canyon University, Citizens Clean Elections Commission, Arizona Department of Health Services, Sticky Fingers BBQ, Fender Guitars and Supima Cotton.



Arizona State University Foundation

Senior Creative Director/Brand Director April 2008 - October 2009

The Arizona State University Foundation is a non-profit established to promote and facilitate philanthropic support for Arizona State University's mission and vision of the New American University. The Communications and Marketing Group served as a full-service, in-house ad agency – my role was senior creative director, leading the creative team as well as brand director.

In addition to the traditional products and services of an in-house agency, the Foundation had taken the lead in rebranding ASU in preparation for a major fundraising campaign. I played a key role in support of this critical university-wide effort, leading the new brand identity development and brand cascading, conducting brand workshops across campus and in the community as well as managing the in-house creative group.

Highlights of my career there included creating a defining video launching The New American University under Dr. Michael Crow's leadership and directing the filming of President Obama when he was the commencement speaker, ultimately producing a tv spot from that footage.





Six Degrees Sensory Branding

Founder, Partner and Creative Director March 1999 – March 2008



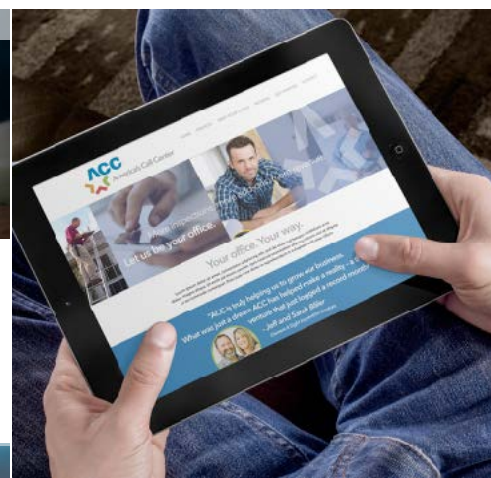
Six Degrees is a Sensory Branding Agency co-founded by myself and three partners in March, 1999. Our combined expertise included branding, advertising, strategy and market research. Clients included Fairmont Hotels and Resorts, General Motors, Coach, Abbott Vascular, Pfizer, Guidant, Food For The Hungry, Micron, Siemens Medical, Centex Homes, American Laser Centers and Cadillac.

What Six Degrees does is beyond typical advertising and branding. They engage people. Six Degrees appeals to the senses by crafting compelling, effective strategic messages. Messages that reach not only the eyes and ears – but the hearts and minds as well.

As creative director, I supervised the creative teams and was responsible for all creative products including advertising, brand identity, collateral and interactive/online. In addition, I led branding/strategy workshops and related projects and developed/consulted on SensoryQ®, Six Degrees' proprietary brand visualization protocol.

I truly enjoy working with talented people – directing and inspiring them toward a common goal. I also enjoy the challenge and diplomacy of working with clients and coordinating between the people it takes to successfully produce effective, high-caliber work: digital, print production, account services, traffic, studio and outside suppliers.

Starting a business from scratch, building expertise and a client base was a challenging, rewarding, character-building and ultimately satisfying experience. In eight years we grew to a staff of 25, expanded our client base, breadth of services and grew to 5M+ in billings. In 2006, we purchased our own building, creating a space that fueled our creativity and provided an exciting, stimulating and productive work environment.





SHR Perceptual Management

Vice President, Creative Director October 1997 - March 1999

SHR is a strategic branding/marketing communications firm in Scottsdale, Arizona. Clients included Ford Motor Company, Coca-Cola, Celebrity Cruise Lines, Jaguar, GMC Trucks, MoneyGuard, Sensory Science/Loewe, and Herman Miller. As Creative Director, I was responsible for the creative product on all accounts. SHR utilizes a proprietary process called Visual Positioning® which helps a client understand their brand identity in visual terms as a basis for presenting the desired brand perceptions at all points of contact with the consumer.

In my first year at SHR, I helped refine the Visual Positioning process and developed the end deliverable into a desirable final product. I was integrally involved in each of the Visual Positioning projects we completed for Ford's Brand Portfolio group including Ford Europe, Mercury, Mazda and Lincoln.

My responsibilities included supervising the creative department and studio, and I was a member of the executive management team charged with the day-to-day running of SHR as well as future planning and new business.



Ketchum Advertising/LA

Senior Vice President Creative Director July 1995 - December 1996

Vice President Design Director October 1990 - June 1995

For 6 years I supervised creative groups at Ketchum Advertising/LA. My main group produced all the design, collateral and interactive/on-line work for Acura, Oracle, PacifiCare, KFC (S. California region) and Thermador. As part of Senior Management, I worked closely with new business, produced agency self-promotional materials, participated in agency re-engineering, strategic planning and had extensive client contact responsibilities.

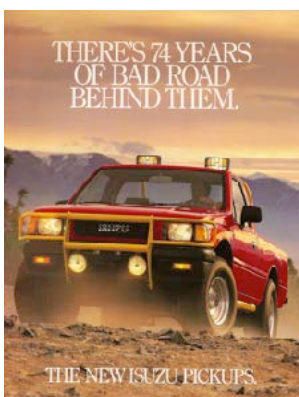
Ketchum's Design Group functioned as an independent group within the agency with dedicated account and support staff. We worked as a team with the advertising creative group and were involved in strategy, planning, research and positioning enabling the agency to present a cohesive, integrated brand image throughout the entire range of materials produced for each client.



Ketchum Advertising/LA (continued)

Acura was my largest responsibility. The Acura Collateral billed between 10-15M and was an account unto itself. My role evolved into the director of all things Acura. Under my tenure, much of the previously non-agency work gravitated to our group based on our track record for producing high-quality, on-brand strategic materials: Acura Accessories, Sales Training, Acura PR and Honda Finance to name a few. We were chosen to launch two major new projects from the Acura Marketing Group, the Acura Driver owner's magazine and the Total Luxury Care ownership/rewards program.

Each year Acura desired a fresh new look for their extensive collateral materials and it quickly became my job to not only develop the brand style but to coordinate and maintain brand consistency throughout everything—even assisting Acura's various vendors by providing style guides, specifications and direction.



Della Femina, McNamee WCRS/LA

Vice President Design Director April 1989 - September 1990

Sr. Art Director April 1987 - March 1989

After two years as an art director at DFM/WCRS I was promoted to VP Director of Design - a new position created to start an in-house design group. This allowed us to service the increasing collateral needs of our clients and establish a new profit center.

Under my tenure, the group grew to a staff of ten responsible for all the design/ collateral for Isuzu, Carl's Jr., California Federal Bank, Six Flags Magic Mountain, K-Swiss shoes and KCET Public Television. I also initiated and supervised the conversion to an all-digital design and production studio.

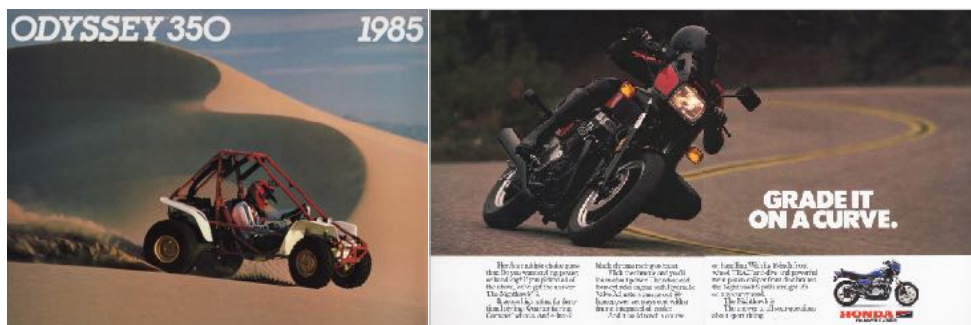


Dailey and Associates/LA

Design Director August 1985 - March 1987

Art Director April 1983 - July 1985

As Design Director, I supervised a staff of eight designing and producing advertising and collateral for Honda Motorcycles, Honda Power Equipment, Armor All and Dos Equis beer.



Education

California State University/Chico

BA Visual Communication

Studies included Advertising, Design, Copywriting, Typography, Corporate Identity, Environmental Design, Packaging, Photography and Illustration.

Phillips University

Undergraduate studies

Phillips University is a small, private liberal arts university in my hometown, Enid, Oklahoma. I began undergraduate studies as an Art Major and built a solid foundation of Art History, Composition, Painting, Drawing, Photography, and Advertising Design.



References available on request