

creative and art direction

creativehotlist.com/c-houk

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## Chuck Houk

art director

### Experience

*now—*

**FREELANCE** Art direction / design and creative development. Advertising, corporate identity and branding, direct response / dm, integrated marketing.

*then—*

**BRANN WORLDWIDE** SAN FRANCISCO. SENIOR ART DIRECTOR.

ACCOUNTS WORKED ON: Bank of America • Charles Schwab • Emery Worldwide • E\*Trade • FICO • Intel  
SBC Internet Services • PAWS (pro-bono) • PeopleSoft • U.S. Bank • Visa International • Wells Fargo Bank

**FCB DIRECT** SAN FRANCISCO. ART DIRECTOR . FULL-TIME FREELANCE.

ACCOUNTS WORKED ON: Autodesk • Cheyenne Communications • Citibank • Creative Labs Soundblaster  
Digi International • FHP Senior Health Care • G.E. Computer Lease • Interlink Computer Sciences  
National Semiconductor • Novell Pacific Bell / SBC • Qantas Airways • U.S. West

**SAATCHI & SAATCHI** SAN FRANCISCO. ART DIRECTOR . FULL-TIME FREELANCE.

ACCOUNTS WORKED ON: Chevron • HP Printers & Peripherals • Secure Horizons Senior Health Care

**WINKLER ADVERTISING** SAN FRANCISCO. SENIOR ART DIRECTOR

ACCOUNTS WORKED ON: Argonaut Insurance • FMC Corporation • Hotel Nikko San Francisco • LSI Logic  
Schlage Locks • 3-Com

**BBDO WEST** SAN FRANCISCO. ART DIRECTOR

ACCOUNTS WORKED ON: Apple Computer • California Strawberry Advisory Board • California Table Grapes  
Commission • Dodge Dealers • Dry Bean Advisory Board • Mill Valley Film Festival • Sonoma Cutrer Winery  
Visa International

ADDITIONAL ACCOUNT EXPERIENCE: Bonhams & Butterfields • Cadence Design Systems • Microsoft  
Schlumberger • Sun Microsystems • Yerba Beuna Center For The Arts

**EDUCATION:** School of Visual Arts, New York N.Y. • Pratt Institute, Brooklyn, New York • BFA E. Michigan  
University • New York University Graduate School of Cinema Studies, Tisch School of the Arts, New York, N.Y.

**AWARDS/RECOGNITION:** Adjunct Professor of Advertising San Jose State University • San Francisco Ad Club:  
Silver Award, dm • San Jose Advertising Association: Gold, Silver and Bronze Awards • John Caples International  
Award • Invitation to judge Caples Show • Pioneer Direct Marketing Creative Guild West • Northern California  
Addy Awards • B/PAA West Award

**TOOLS:** My frontal lobe, plus: Adobe CS, Photoshop and InDesign, a little Flash and Fireworks. Familiarity with  
browser eccentricities.