

# GLENN SOULIA CREATIVE

Making purposeful, strategic & beautiful communication is my passion.

With a skill set that includes brand creation, advertising campaigns, retail environments, product packaging, and digital experiences – I think of myself as a versatile creative problem solver, no matter what the medium or industry. With over 15 years of experience, I've worked with all sorts of companies, everything from hungry start-ups to well established corporate clients.

Please take a look and see how my work has helped bring these brands to life.



# NEW BALANCE



## CONSIDER THE TRAIL BLAZED.

**INTRODUCING THE REVOLUTIONARY NEW BALANCE 1210.**  
The Leadville Trail 100 Run is the world's premier ultra running event. Held every year in the Colorado Rockies, the race is a harsh test on forest trails and mountain roads. And now, the New Balance 1210 is the official shoe of "The Race Across the Sky".

new balance

5TH & 20TH FLATIRON DISTRICT  
MINIMUS  
STEP INTO THE EXPERIENCE

5TH & 20TH FLATIRON DISTRICT  
LIKE BAREFOOT ONLY BETTER  
MINIMUS

CHECK OUT THE MINIMUS ZERO  
5TH & 20TH FLATIRON DISTRICT



## 5000

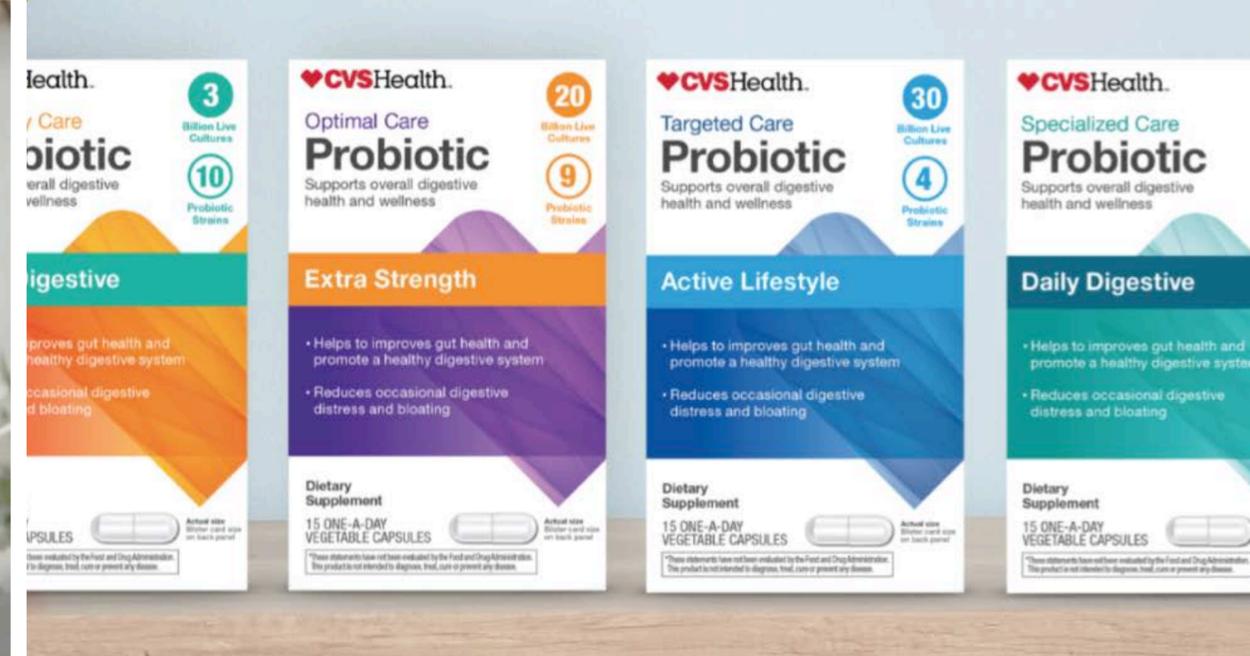
### ENGINEERED TO REDEFINE FAST

DESIGNED WITH FANTOMFIT TECHNOLOGY, THE NEW BALANCE 5000, 1600 AND 900 ARE SOME OF THE MOST INNOVATIVE AND LIGHTWEIGHT RACING SHOES ON THE PLANET.

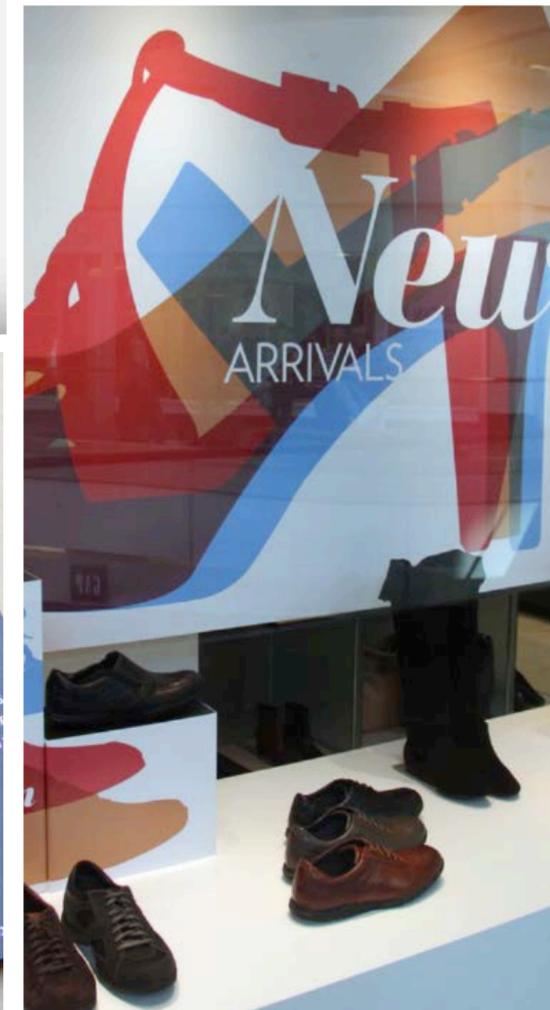
LET'S MAKE EXCELLENT HAPPEN.

# EXCELLENT THRIVES AT 12,600 FEET

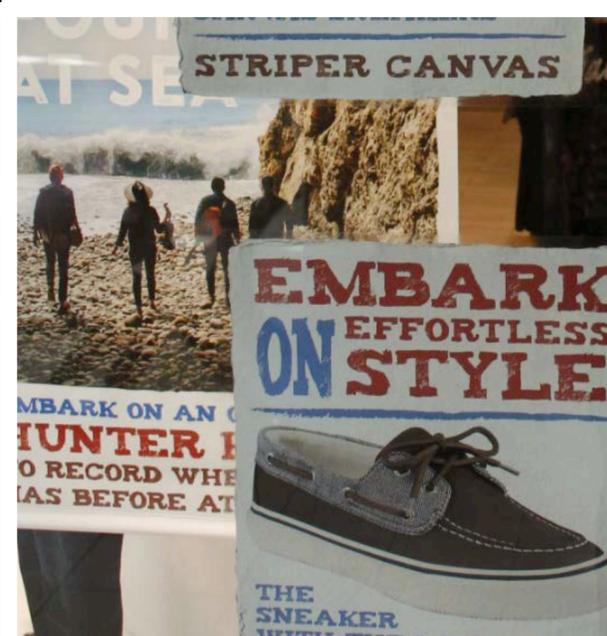
# CVS HEALTH



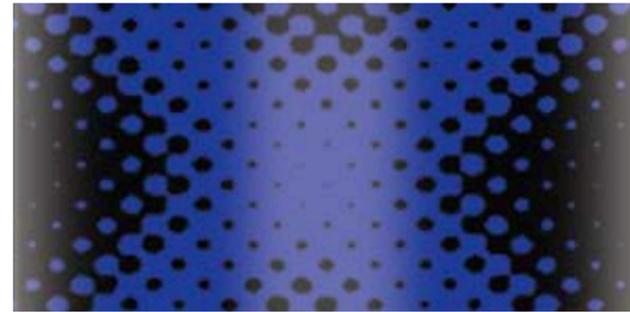
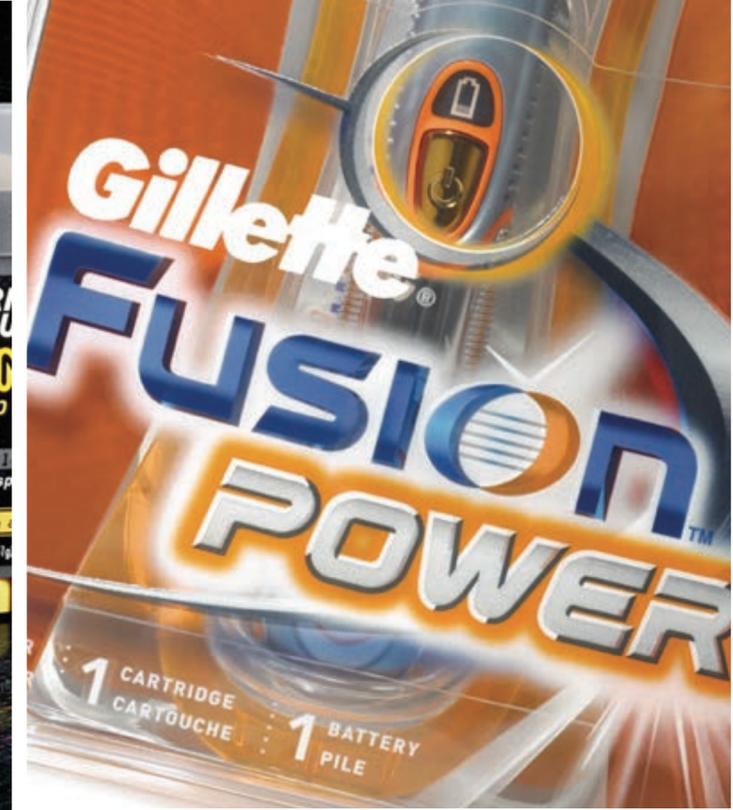
# ROCKPORT SHOES



# SPERRY TOPSIDER



**GILLETTE**  
P&G



**FUSION FUSION FUSION**

**LOGO**  
IDENTITY

**TAI  
CHI**



*out*



**bridge**



**HUNTINGTON  
METRO**

# CREATIVE INSPIRATION

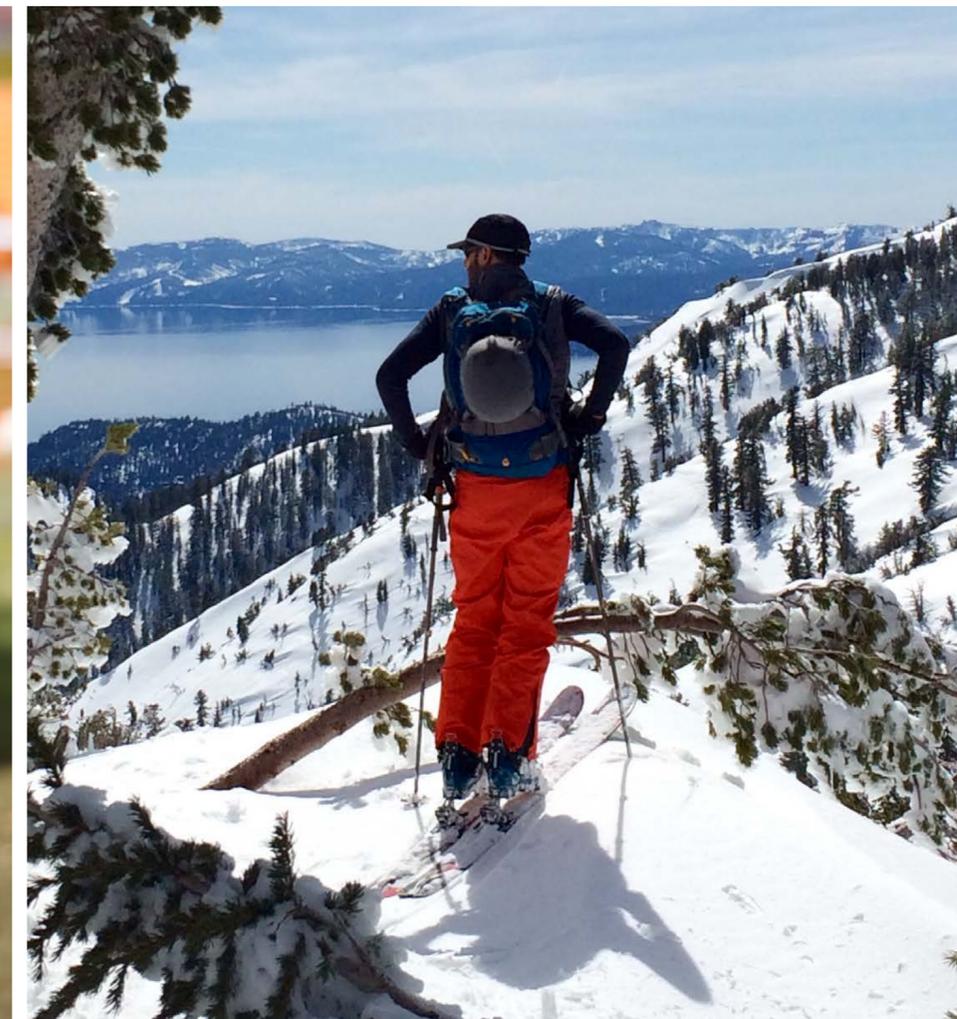
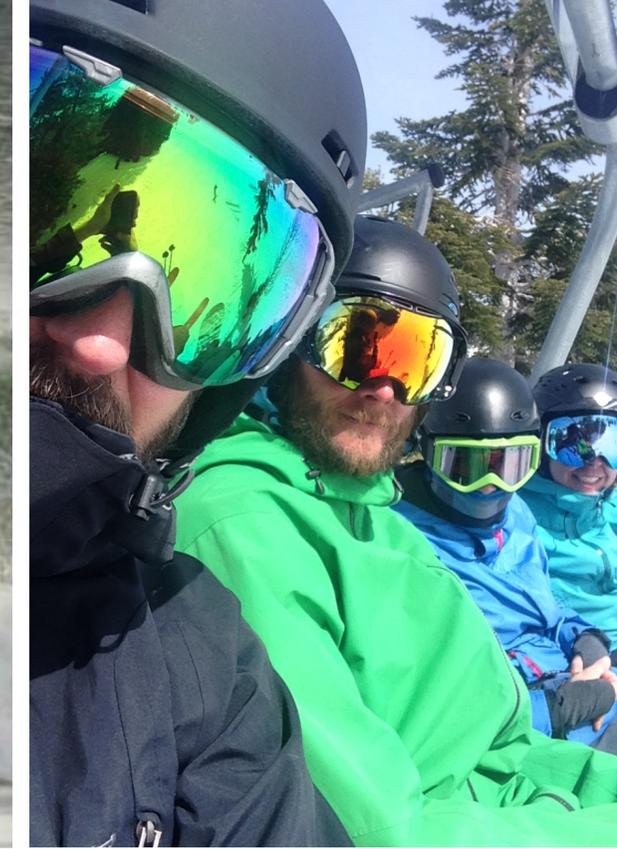
Exploration and adventure have always drove my creative work. For me to make purposeful, conceptual & beautiful design I feel one needs inspiration. As an avid surfer, cyclist and skier, I strive to bring that passion to the work I create.

Please take a look at my resume on the next page and visit my website to see more. Looking forward to hearing from you.

- Glenn

[glennsouliadesign.com](http://glennsouliadesign.com)

I also bring my camera everywhere. Check out my photos at [glennsouliaphotography.com](http://glennsouliaphotography.com)



# RESUME CONTACT

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gsoulia@gmail.com

www.glennsouliadesign.com

Providence, RI

## EDUCATION

UMASS Dartmouth

Dartmouth, MA

Bachelor of Fine Arts

Graphic Design, 1991

## SKILLS

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Keynote

Microsoft Office

Illustration

Photography

Storyboarding

## Marks | Providence, RI

Design Director, March 2019–present

Fostering creative excellence throughout team across all facets of design while also managing projects and client relationships. Development of innovative design solutions that exceed the client's creative expectations. Responsible for leading the creative team, presenting and defending strategic solutions and most importantly generating the creative vision.

## Rockport | Newton, MA

Art Director, August 2015–November 2017

Created and coordinated all visual aspects of the Rockport brand, from retail environments, advertising programs, branding, packaging and online. Responsible for ensuring that the brand core strategy is successfully translated across all mediums and touchpoints.

## Sperry | Lexington, MA

Art Director Contract, July 2014–July 2015

Worked broadly across the Sperry brand to infuse teams and projects with a jolt of creativity. Responsibilities included art direction, team guidance, project management and presenting/defending work. Projects included retail environments, advertising programs, product packaging and brand adaptation and guardianship.

## New Balance | Brighton, MA

Design Lead, January 2012–June 2014

Created and coordinated all visual aspects of the New Balance brand, from retail and trade show environments, advertising programs, branding, photography direction and packaging design. Conceptualized marketing strategies and worked in-sync with brand directors, writers, photographers and illustrators.

## Reebok | Boston, MA

Art Director, September 2008–November 2011

Brought onboard to create and art direct brand communication across multiple platforms. Responsibilities included art direction, leading design initiatives and supporting the brand directors in managing projects and presenting work. Projects included retail campaigns, advertising programs, product packaging, trade show graphics and brand adaptation/guardianship.

## Seidler Bernstein | Cambridge, MA

Art Director, August 2004– September 2008

Created and coordinated advertising campaigns in the healthcare/health science category. Conceptualized and created advertising campaigns and branding programs across multiple touchpoints. Worked in-sync with the creative director, writers and photographers to bring to life the clients strategic vision.

## Davis Partners | Boston, MA

Senior Designer, July 2001– July 2003

Working with various major brands to create strategic design and communication. Responsible for the creation of corporate identity systems, packaging, direct-to-consumer marketing pieces and retail design. While also providing creative and strategic direction to photographers, illustrators and copywriters.

## Ogilvy | Cambridge, MA

Senior Designer, July 2000– June 2002

Created and coordinated advertising campaigns in the healthcare/health science category. Conceptualized and created advertising campaigns and branding programs across multiple touchpoints. Worked in-sync with the creative director, writers and photographers to bring to life the clients strategic vision.

## Phillips Design Group | Boston, MA

Designer, November 1996– June 2000

Responsible for creating identity systems, branding programs, product packaging, and online campaigns. Art directed photography, supervised press approvals and coordinated production for a wide range of local and national clients.

## RECOGNITION

Hatch Merit Award - Redington collateral and packaging

How Magazine's International Design Award - Gillette's Xtreme Sport packaging

I.D. Magazine's Annual Design Award - Cool Dog branding/packaging

Healthcare Communication and Marketing Association - Silver Medal IN-AWE award