

Kurt Reifschneider

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Life's too short to be in the wrong relationship. Or make lame advertising.

Finding the right creative partner is a bit like dating. It's as much about style, taste, and temperament as it is about physical attraction. Sure, outward appearances matter, so here's my head shot: I'm a multiple Clio and Cannes award winner, worked at top agencies McCann/Erickson Seattle, Copacino+Fujikado, and GLG, and have grown client accounts for Babolat, Seattle Mariners, Microsoft, Seattle Children's Hospital, and more.

But, if we ever meet in person, here's some other stuff you'll learn about me:

- My creative direction is idea-first, channel-agnostic, and human-centric. I believe audiences are people too, even B2B audiences, and you don't win customers by boring them to death.
- I know people appreciate a sense of humor and that witty brands are memorable. Serious is fine, too. But there has to be an emotional connection made.
- I've found results follow engagement and engagement starts with attracting attention.
- And I believe while good ideas can come from anywhere, creative artists are responsible for crafting those ideas into breakthrough advertising. That's what I do, that's what I expect from the creative teams I direct.

Oh, and I'm a drummer who loves to wrench on my 1963 Pontiac Bonneville. We might talk about that, too.



June 2022- Present
Freelance Art/Creative Director

2013- June 2022
Creative Director, The Garrigan Lyman Group, Seattle

2002-2013
Associate Creative Director, Copacino+Fujikado, Seattle

1999-2002
Freelance Art/Creative Director

1993-1999
SVP, Creative Director, McCann/Erickson, Seattle

1989-1993
Senior Art Director, Sharp Hartwig, Seattle

Some accounts I've worked on:

Toshiba, PAWS, Washington State Tourism, MOD Pizza, Caterpillar Truck Engines, Caterpillar Marine Engines, Pacific Science Center, Sierra Online Games, Northwest Hospital Breast Center, Seattle Children's Hospital, Seattle Mariners, United Way of King County, Nescafé, Boston Market, Au Bon Pain, REI, Homestreet Bank, Washington State Lottery, Washington Mutual Bank, Drugstore.com, Altrec.com, GMC Trucks, Air Canada, Sound Transit, Starbucks Coffee, Coca-Cola, Seattle Art Museum, Haggen/Top Foods, Woodland Park Zoo, Washington Dental Service, Safeco Insurance, Talking Rain Water, Premera Blue Cross, Pike Place Fish,

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Noble House Hotels and Resorts, Microsoft Employee Benefits, Microsoft Security, Puget Sound Blood Center, Fluke, Western Star Trucks, Crystal Mountain, Powerade, Pike Place Market, Pacific Place Shopping Center, Symetra Financial, Washington State University, Seattle Aquarium, Washington Forest Protection Association, World Vision, Intermec, Babolat, Pearl Izumi, Sound Credit Union, Booz Allen Hamilton

Recognition:

One Show Gold Pencil, gold and silver Clios, D&AD, Cannes silver Lions, ADDYs (Northwest and National, 2012 Best of Show), EMMYs, ANDYs, OBIEs, CA Advertising Annual, Print Interactive Annual, gold and silver EFFIEs, London International Advertising Awards, Radio Mercury Award. Featured in Communication Arts, Print, Archive, Creativity, Adweek, Advertising Age and Entertainment Weekly magazines.

References:

Upon request