

RESUMÉ  
**2011**  
GREGBO  
WATSON

**CREATIVE**   
artist  **DESIGNER**  
www *web UX developer dreamer*

## Imagination. Inspiration. Innovation.

These three words have empowered me to excel throughout my career as a creative. This is the formula that has defined my creative process and outlook in all aspects of life.

- ▶ **Imagination.** A strong imagination consistently generates strong, effective concepts. This is my greatest asset. I thank God every day that I was born a dreamer. My ability to see and approach things in a different way has brought me, and those I work with, great success.
- ▶ **Inspiration.** The purpose of creative design is to inspire others. Regardless if the goal is to inspire thought, brand loyalty, emotion, or call to action... Every creative project I produce is designed to engage and inspire.
- ▶ **Innovation.** I have never been one to be just “another face in the crowd” and believe that no one has ever accomplished great things by reaching for the middle. I believe in being forward thinking, continuously learning, and always moving toward the future.

### Contact Gregbo Watson

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# Experience

## An Overview of My Career

I have been very fortunate to work with some wonderful people over the years and am extremely proud of the work I have done and the wisdom of the experience I have gained. I am always open minded and looking for the next big experience building opportunity that comes my way.

### **The Tegrity Group, LLC**

Creative Director / UX Designer

The Tegrity Group is a retirement plan services company that offers software tools for plan administration both on and off of the web. Services are marketed and provided to clientele in both public and private sectors. Tegrity has offices in Ohio, Michigan, and South Carolina. Their largest client is MERS of Michigan.

My responsibilities included interfacing with three distinctly different business units in the aforementioned states... Tegrity Administrators, Tegrity Technology, and Summit Retirement Plan Services. Along with traditional creative duties, I served on the corporate branding initiative committee.

UX Design | Graphic Design | Web Design & Development | Ad & Media Production  
Usability Testing | Brand & Identity Development | Info Graphic Design

### **Imageworks, The Idea People, Inc.**

Sr. Art Director

Imageworks was *the* top design firm in the Carolinas during the web business boom of the early nineties. I served as Art Director and then Senior Art Director before leaving to form my own firm, WickedINK Creative. They have since rebranded themselves as Ideas Squared and are thriving in the Charlotte, NC market.

While at Imageworks, I managed a team of 15-20 designers and code developers of varying disciplines. I worked with the two principles in the firm to establish creative concepts and interactive designs for international clients of all sizes.

UX Design | Graphic Design | Web Design & Development | Ad & Media Production  
Usability Testing | Brand & Identity Development | Info Graphic Design | Video Production  
Flash Application Development | CMS Building | Illustration

Experience Continued...

**“A man who carries a cat by the tail learns something he can learn in no other way.”**

- Mark Twain





# Experience

## An Overview of My Career

### **WickedINK Creative Design, Inc.**

Creative Director / Owner / Founder

WickedINK is a full service creative design studio which I “officially” founded in 2000. Since its inception, I have spent the bulk of my career as its Creative Director/Owner working with clients of all sizes from all parts of the world.

The experience that I have gained from owning and operating my own design studio has been amazing and fulfilling. If it can be done creatively, then chances are excellent that it has come through this studio at least once. While WickedINK still very much exists, I made the decision in early 2011 to rebrand my studio using my name. I’m proud of my work and take it very seriously, so it made sense to back it up by having my name representing it.

UX Design | Graphic Design | Web Design & Development | Ad & Media Production  
Usability Testing | Brand & Identity Development | Info Graphic Design | Video Production  
Flash Application Development | CMS Building | Illustration | Copy Writing  
UI Planning | Social Media Content & Strategy | Mobile Design | Storyboarding

### **Destiny Comics, Inc.**

Art Director / Illustrator / Comic Creator & Cartoonist



Destiny Comics was a comic book publisher that produced action/adventure, superhero comics for children and adults. The main product line centered around comics, cartoon short stories, and graphic novels. While at Destiny, my major achievement was writing and illustrating my comic series “*The Flea*”. It was released in the United States and abroad and was the company’s most popular title.

Other duties I was responsible for while at Destiny was managing a production team of 5-7 creators, overseeing the printing of our product line, developing promotional materials for use by our distributors, and promoting our books by appearing at signings and in the media.

Illustration | Cartooning | Storyboarding | Graphic Design & Layout

“Nothing is a waste of time if you use the experience wisely.”

- Auguste Rodin





# Clients and Employers

## Being Judged By The Company One Keeps

Since I was a little trouble-maker boy, I was often reminded by those wiser than I at the time, that we are judged by the company that we keep. As a creative professional, I believe our abilities can be judged by those companies who use our services.



**“A man is known by the company he keeps, and also by the company from which he is kept out.”**

- Grover Cleveland

Applebee's  
The BI-LO Center  
Mama Mary's  
East Coast Hockey League  
Furman University  
Palmetto Baptist Hospital  
Greenville Memorial  
Miss South Carolina  
Pickens County  
City of Easley, SC  
Scarlet & Tom Realty  
Imageworks  
Ideas Squared  
Jeff Dezen Public Relations  
Hunter Advertising  
Schafer Advertising  
Arena2 Football League  
Carolina Rhinos Football  
Greenville Grrrowl Hockey

GE  
Jacksonville Bandits  
Lu Bagwell Interiors  
Greenville Events  
City of Greenville, SC  
BI-LO Center Pepsi Pavillion  
Destiny Comics  
Carolina Social Media  
Mean Green  
Trendset, Inc.  
Maxfli/Dunlop  
Slazenger Golf  
Glenco, Inc.  
ESSR Safety  
Easley Police Department  
Sheriff David Stone  
eWorker Technologies  
The Tegrit Group, LLC  
CWE Wrestling

Alice Manufacturing  
Beverage Air  
Brevard Music Center  
iStockPhoto  
Fletcher Chevrolet  
Clear Vision Eye Care  
Safe Harbor  
Leaf Guard  
Wrestling: Night of Legends  
“Gorgeous” Jimmy Garvin  
NCAA Holiday Hoops  
Valencia Jazz Festival  
Hawaii Sports Network  
Perfect Physique  
Pulze Club, Inc.  
Regal Homes  
Charlotte Sports Commission  
Piedmont Industrial Coatings  
Redline Auto Sports





“Talent is cheaper than table salt. What separates the talented individual from the successful one is a lot of hard work.”

- Stephen King

# Skills and Abilities

## What I Use & What I Know... How The Magic Happens

I have always seen my creative journey as one of never-ending learning and discovery. Over time, this approach has allowed me to acquire a great deal of knowledge and skill in a wide range of subject matter.

### Theoretical and Creative Thinking Skills

How I Create Order Out Of Chaos...

Color Psychology	UX Design Patterns	Web/Mobile Usability
Social Networking	e-Business Psychology	Sequential Storytelling
Software Usability	Motion Design	

### Software

Used To Turn Lead Into Gold Daily...

Adobe Creative Suite* (All)	Apple Software**	OmniGraffle Pro
BEdit	MS Office	

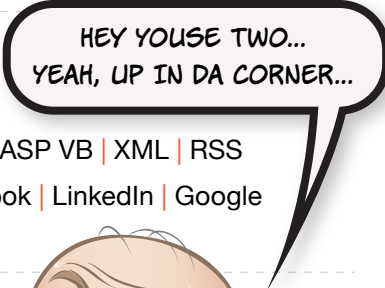
\* ( Dreamweaver | Flash | Illustrator | Photoshop | Indesign | Acrobat | After Effects )

\*\* ( OSX | iOS | Pages | Numbers | Keynote | Garage Band | Final Cut Pro | iMovie | iTunes )

### Web Technology and Languages

Yes, I Speak Fluent Geek...

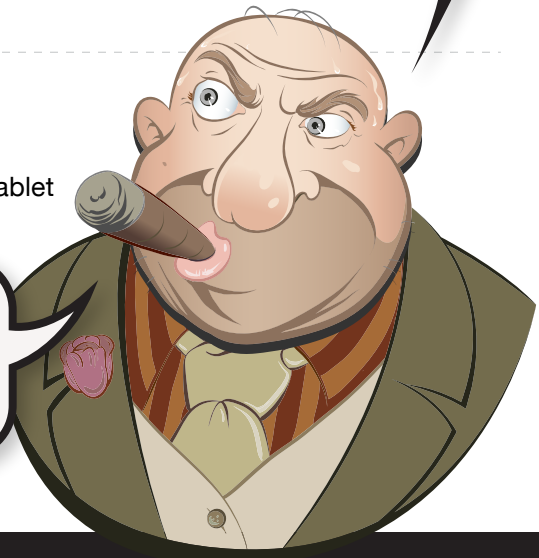
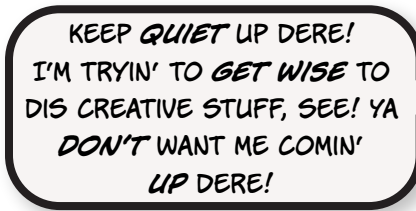
HTML | Javascript | CSS | jQuery | MS SQL | MySQL | PHP | ASP VB | XML | RSS  
Action Script | Blogging | SEO | Wordpress | Twitter | Facebook | LinkedIn | Google  
( NOTE: I still can't get the hang of Klingon. )



### Computer Hardware

You Make Some Mighty Fine Kool-Aid, Mr. Jobs...

MacBook Pro | iPad | Other iDevices | Wacom Tablet





# Contact Info

## Taking The Next Step

Do you have projects that need a fresh, creative touch? Does your creative department need a rock star? I am always open and looking for the next creative challenge in my career. Use the information below to contact me and let's have a conversation.

### Where To Find Me

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**iPhone:** (864) 423-1017  
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### Social Networks

Follow Me On...

**Twitter:** twitter.com/wickedgregbo  
**Facebook:** facebook.com/gregbo  
**Linkedin:** linkedin.com/in/gregbo

### Add Me To Your Contacts

Scan The Following Code With Your Mobile Phone...



“You have taken  
your first step into  
a larger world.”

- Obi Wan Kenobi





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