

ALAN RADO

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QUALIFICATIONS:

- 12 years experience teaching at 6 different colleges.
- 22 courses taught in advertising, graphic, and digital design.
- Over 35 years experience in advertising and graphic design.
- Highly experienced management professional.
- Strong presentation skills in utilizing creative rationale to influence clients.
- Dedicated and resourceful individual, self-motivated, and solution driven.
- Passion for quality and originality.

EDUCATION:

Harrington College of Design/Chicago, IL 2017

Degree: Master of Fine Arts

Major: Communication Design

Pratt Institute/Brooklyn, NY 1974

Degree: Bachelor of Fine Arts

Major: Communication Design

Minor: Art Education

TEACHING EXPERIENCE:

College of DuPage/Glen Ellyn, IL 2013-Present

Adjunct Faculty

Graphic Design Department

Classes taught: Advertising Design, Cartooning, Graphic Design 4

Roosevelt University/Chicago, IL 2014

Adjunct Faculty

Graphic Design Department

Classes taught: Visual Communication

Harrington College of Design/Chicago, IL 2010-2015

Adjunct Faculty

Graphic Design Department

Classes taught: Introduction to Advertising, Digital Photo Manipulation II, Computer Graphics II, U.S. Media, and Creative Advertising

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International Academy of Design and Technology/Chicago, IL 2008-2013
Adjunct Faculty
Visual Communication Department
Classes taught: Introduction to Advertising, Advertising Design, Junior Portfolio for Visual Communication, Theory and History of Graphic Design, Digital Imaging (Photoshop), Digital Photography, Public Relations, Ad Writing I, and Retail Advertising/Sales Promotion.
Advisory board member for the Visual Communications Department.

Columbia College Chicago/Chicago, IL 2005-2008
Full-Time Faculty
School of Fine and Performing Arts/Art and Design Department
Classes taught: Introduction to Advertising Art Direction, Portfolio Development, Storyboard Development, and Commercial Photography-Advanced Art Direction
Coordinated the Art and Design Department's Manifest Show 2006-2008. In 2007 was instrumental in creating "The Ad Club" in conjunction with the Marketing Communications and Art & Design Departments. In 2006 created the "Get Your Spot Shot" contest in conjunction with Columbia College's Portfolio Center. Co-ordinated the "One Show Chicago Exhibition" 2006-2008. Advisory board member for the Fine and Performing Arts/Art and Design Department.

Center for Creative Studies/Detroit, MI 1994-1995
Adjunct Faculty
Art and Design Department
Classes taught: Campaign Development and Advertising Art Direction

Columbia College Chicago/Chicago, IL 1982-1984
Adjunct Faculty
School of Fine and Performing Arts/Art and Design Department
Classes taught: Advertising Art Direction, Professional Portfolio Development

PROFESSIONAL EXPERIENCE:

Adrado/Chicago, IL 2004-Present
Owner/Creative Director

Adrado is a creative consultancy that helps agencies and clients succeed in growing their business. My expertise is in strategizing, developing, and executing advertising campaigns across the country.

Agencies Involved:

Chicago, IL: Meyers+Partners/IL, Direct Advantage/Chicago, IL, Rhea-Kaiser/Naperville, IL, The Wimbley Group/Itasca, IL, Sponge/Chicago, IL
Detroit, MI: TMV Group/Troy, MI, Global Hue/Detroit, MI, Yaffe/Southfield, MI
Louisville, KY: Vest Advertising/Louisville, KY

Accounts: Mazda, BP, Bermuda, Jeep, Chrysler, Dodge, Humana, AutoZone, Health Alliance Plan

<p><i>Finelight/Louisville, KY</i> Associate Creative Director Accounts: Humana, Medscape & GHI Insurance Supervised creative department. Created direct response television campaigns for Humana.</p>	<p>2003-2004</p>
<p><i>Doner/Detroit, MI</i> Associate Creative Director Accounts: Dupont, Progressive Insurance, and PNC Bank Created national print campaign for Dupont/Corian and Zodiac. Involved in new business win of HGTV.</p>	<p>2002-2003</p>
<p><i>McCann Worldgroup/Detroit, MI</i> Creative Director, VP Accounts: Buick, GM Corporate, UAW-GM Partnership, Delphi and Honeywell Supervised creative group for UAW-GM Partnership, Delphi and Honeywell. Created national print and television campaigns for Buick, UAW-GM Partnership and GM Corporate.</p>	<p>1999-2002</p>
<p><i>DMB&B/Detroit, MI</i> Associate Creative Director, VP Accounts: Cadillac & GM Card Created national print and television campaigns for Cadillac. Art directed all broadcast for Seville and Eldorado from 1996-1999. Produced over 70 national and retail TV spots for Cadillac.</p>	<p>1993-1999</p>
<p><i>BBDO/Detroit, MI</i> Associate Creative Director, VP Accounts: Dodge Dealer Groups Produced over 30 TV spots for the Dodge Dealer Groups</p>	<p>1992-1993</p>
<p><i>DMB&B/Chicago, IL</i> Associate Creative Director Accounts: Amoco, American Dairy Association, Montgomery Ward and Shopko Created national print and television campaigns for Amoco and American Dairy Association. Helped create Amoco "Your Car Knows" TV campaign. Produced over 75 spots for Montgomery Ward and Shopko.</p>	<p>1984-1992</p>
<p><i>DDB/Chicago, IL</i> Senior Art Director Accounts: McDonald's, General Mills, Quasar & State Farm Insurance Created national print and television campaigns for Quasar, Betty Crocker, and State Farm Insurance.</p>	<p>1980-1984</p>

DMB&B/St. Louis, MO

1978-1980

Art Director

Accounts: Anheuser-Busch, Southwestern Bell & Ozark Air Lines

Created national print and television campaigns for Michelob Light, Budweiser, and Southwestern Bell. Helped create Budweiser's "This Bud's For You" campaign.

Cunningham & Walsh/New York, NY

1975-1978

Art Director

Accounts: ATT Yellow Pages, Beefeater Gin & Old Milwaukee Beer

Created national print and television campaigns for ATT Yellow Pages.
Created national print campaigns for Beefeater Gin & Old Milwaukee Beer.

SKILLS:

InDesign, Photoshop, Illustrator, iMovie, HTML 5, CSS 3, Word Press

PROFESSIONAL ASSOCIATIONS:

The One Club of New York

2005-Present

The Chicago Advertising Federation (AAF)

2005-Present

ACTIVITIES:

American Advertising Federation Award Show Judging (15 total):

2017-Lexington, KY and The National Student Advertising Competition/District 7

2016-Akron, OH

2015-Erie, PA and St. Louis, MO

2014-Charlotte, NC

2013-Canton, OH

2012-Detroit, MI and Dubuque, IA

2011-Kansas City, MO and Waterloo, IA

2010-Quad Cities-Moline, IL

2009-Dubuque, IA and Quad Cities-Moline, IL

2008-Springfield, IL

SPEAKING:

April 2016: Guest speaker at the University of Akron, OH/Marketing Department and at the Akron, OH ADDY District Luncheon.

March 2012: Guest speaker at the DuBuque, IA ADDY District Luncheon.

July 2011: Guest speaker at the Waterloo, IA ADDY District Dinner.

PUBLICATIONS:

Wrote the chapter "How to Keep a Client" for the textbook: **The Get A Job Workshop** (2013) Laurence Minsky & Bruce Bendinger.

Reviewed the textbook: **Advertising By Design** Second Edition (2010) Robin Landa.

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AWARDS:

1. 2000 Detroit Caddies - Bronze

Agency: McCann-Erickson - Detroit, MI

Client: UAW/GM

Title: "Pit Stop"/TV

2. 2000 Detroit Caddies - Bronze

Agency: McCann-Erickson - Detroit, MI

Client: Buick/GM

Title: "Observatory"/TV

3. 1999 Detroit Caddies - Gold

Agency: DMB&B - Detroit, MI

Client: Cadillac/GM

Title: "FBI Guy"/TV

4. 1998 Mobius - Gold

Agency: DMB&B - Detroit, MI

Client: Cadillac/GM

Title: "Bonding, Lucky, Sharp Curves"/TV Campaign

5. 1998 Telly Awards - Gold

Agency: DMB&B - Detroit, MI

Client: Cadillac/GM

Title: "Lucky"/TV

6. 1997 Chicago International Television Festival - Silver

Agency: DMB&B - Detroit, MI

Client: Cadillac/GM

Title: "Traffic Cop, Lonely, Bimmer-Bummer"/TV Campaign

7. 1997 Detroit Caddies - Silver

Agency: DMB&B - Detroit, MI

Client: Cadillac/GM

Title: "Traffic Cop, Lonely, Bimmer-Bummer"/TV Campaign

8. 1997 New York International Film Festival - Silver

Agency: DMB&B - Detroit, MI

Client: Cadillac/GM

Title: "Traffic Cop, Lonely, Bimmer-Bummer"/TV Campaign

9. 1994 Detroit Caddies - Bronze

Agency: DMB&B - Detroit, MI

Client: Cadillac/GM

Title: "Consider It"/TV

10. 1987 New York International Film Festival - Silver

Agency: DMB&B - Chicago, IL

Client: Amoco Gasoline

Title: "Lone Ranger"/TV

11. 1986 Art Direction Magazine - Silver

Agency: DMB&B - Chicago, IL

Client: Amoco Gasoline

Title: "Seaver, Russell, Trevino"/TV Campaign

12. 1986 Effie - Bronze

Agency: DMB&B - Chicago, IL

Client: Amoco Gasoline

Title: "Amoco Premium Lead Free"/TV

13. 1986 Chicago ADDY's - Silver

Agency: DMB&B - Chicago, IL

Client: Amoco Gasoline

Title: "Seaver, Russell, Trevino" Campaign/TV

14. 1982 Clio - Finalist

Agency: DDB - Chicago, IL

Client: Quasar Electronics

Title: "That's Fantastic, That's Quasar!"/TV

15. 1978 Flair Award - Silver

Agency: DMB&B - St. Louis, MO

Client: Anheuser-Busch/Michelob Light

Title: "First Round Draft Pick"/Outdoor