



JEFF WALTER

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SUMMARY

For over 20 years, I have been creating transformative, award-winning brand experiences for clients ranging from startups to Fortune 500 companies.

EDUCATION

Columbus College of

Art and Design

Illustration/Graphic Design
1999-2002

The Art Institute of

Pittsburgh

Visual Communications
1996-1997

EXPERIENCE

U.Group (formerly CHIEF) - Principal & Creative Director

October 2012/Present | Washington, DC

As a Partner & Creative Director at CHIEF, a creative agency in Washington, DC, I built and led a team of over 10 highly skilled creatives until we were acquired by a technology company in 2018. That company is now called U.Group, where I continue to lead the brand creative services providing innovative creative direction and leadership.

Select Clients:

Chan Zuckerberg Initiative, National Park Foundation, PEW Research, Sandals Resorts, NASA, Howard University, Blackstone Group, The U.S. Mint, Federal Realty, United Concordia, Hampton Inn, MECU, YWCA, Case Design, Fonteva, System High, IntellibrIDGE, Booze Allen, Pitango, Inter-American Development Bank, US Ignite, The U.S. State Department, and The U.S. Treasury.

Success Stories:

- Partnered with Priscilla Chan and Mark Zuckerberg to launch a brand for The Primary School, a comprehensive education program under the Chan Zuckerberg Initiative.
[AIGA 50 Award]
- Led the development of The U.S. Mint's first augmented reality campaign, "QuarterVerse". A brand awareness campaign that brings George Washington to life and challenges you to an interactive trivia game by scanning a quarter with any mobile device.
[2021 Gold Hermes Creative Award]
- Developed the brand identity for ARKA, a new aerospace company owned by Blackstone.
[2021 Platinum Hermes Creative Award]
- Created the True Law and Crimes Uncased advertising campaigns for the National Law Enforcement Museum that increased awareness and drove traffic to the museum.
[AIGA 50 Award | 2019 MarCom Platinum Award]
- Rebranded the Howard Bison mascot for Howard University Athletics.
[No. 4 Best New Primary Logo of 2015 - Sportslogos.net]
- Led all creative design efforts for program communications as the agency of record for NASA Earth Science Applied Sciences.
[2021 Platinum Hermes Award | 2020 MarCom Platinum Award]

Innate - Art Director

July 2006/October 2012 | Washington, DC

Led the design team to create digital campaigns and websites for clients including: GEICO, CoverMore Travel Insurance, Mondial Assistance, Interstate Hotels & Resorts, Fannie Mae, Congressional Quarterly, AARP, and Global Strategies.

Tween Brands - Art Director

June 2002/July 2006 | New Albany, OH

Art directed and developed campaigns for in-store marketing programs, designed digital experiences for the e-commerce website, and managed the art direction for seasonal photoshoots.

Ologie - Designer

September 2000/June 2002 | Columbus, OH

Conceptualized and designed brand experiences and campaigns for national and regional clients including: Limited Inc., Bath & Body Works, Limited Too, Structure/Express Men, American Eagle, Lane Bryant, American Standard, and Bank One.