



W. Byron Reaves | 839 South Taylor, Oak Park IL, 60304 | 773.552.2040

2008-2010 Cows in Trees, Associate Creative Director

Founding member of “the Herd”. Responsible for inspiring and motivating creative teams, creating brand-on, strategy-on compelling creative and building brands. Worked on a wide range of clients including Gatorade, FritoLay, Mrs. Fields, TCBY, North American Salt, Case Western Reserve University, Scott & White Health Care, Silver Cross Hospital, DRF Total Property Management, Kraft, Sifto, TCBY, ISSA, Mrs Winners, Peter Haun.

2006-2008 wbreaves.com, doodle Czar

Building brandscapes, crafting integrated marketing communication, award winning logos, assorted agencies look good and making clients really happy.

1993-2006 DDB Chicago, Director of Design

Founded and managed the graphic design group for DDB Chicago. Working as a ‘visual planner’ on brands, both creating and managing the look and feel of the brand standards for the clients of DDB. Building client relationship and projects that provided incremental revenue to client teams. Managed the work flow of design projects through the use of expanding and reducing a liquid staff. Did research and development of creative technologies, working with the hardware and software vendors to provide the best solutions in creative work flow management. Client list includes but not limited to: State Farm, McDonald’s, Anheuser-Busch, JCPenney, Tyson, Johnson and Johnson, Helen Curtis, NEC, Chicago Tribune, The Home Depot, Dell, Qwest, Alltel, Ameritech, Discover Card, OfficeMax, Lens Crafters, Midas, Quaker, SeaWorld, Busch Gradens, Compaq as well as non-profit organizations like Off the Street Club, StreetWise and the United Way.

1992-1993 Software Spectrum, Manager of Design

Responsible for managing a design group that produce all internal and external communications. Working with the marketing department to create co-op advertising, direct mail and catalogs. Client list includes: IBM, Microsoft, Quark, Lotus, Wordstar, Adobe, Apple.

1990-1992 Tom Lout Design Consultants, Senior Designer

Creating and selling brand identity, advertising and promotional materials for Tom Lout and his client base. Client list includes: SBC, EDS, Perot Systems, Richards Group, Bolter, Dennehy Construction, Pepsi, Tracy Locke, Burkey Studios, The Dallas Symphony, AIGA.

1986 - 1990 East Texas State University, Director of Design Services

Responsible for managing a design group that produced internal and external communications for the University. Providing research and development in creative technology. Building curriculum, and labs for the teaching of students. Was responsible for the first fully digital publication in the United States.