

Rick Held  
Art Director/Designer

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**Vision With Held 2006**  
Art Director/Designer  
Long Beach, California

*Client: Lehman Millet West*  
*Brands: Inamed Aesthetics, a Division of Allergan, Inc., Solodyn, a Division of Medicis Pharmaceutical Corporation and Gore (W. L. Gore & Associates).*  
*Client: Richards & Stark Marketing Communications*  
*Brand: The Festival Companies*

■ Developed the marketing material for a new product launch. This included art directing and designing ads, publication inserts, sales aids, packaging, presentation materials and the graphics standards guidelines for the new campaign (LMW/Solodyn). • In another new product launch, I created patient and physician marketing material including a wide range of brochures, inserts, POS material and specialized launch items (LMW/Inamed). Both of these new product launches were developed in a very time-sensitive situation while maintaining confidentiality. • Development/design of a fresh ad format while retaining the heritage of their branding. The new ad design provided flexibility for multiple formats and messages. They were launched at the SCSA show in Las Vegas (R&SMC/Festival).

**Window Rock Enterprises, Inc. 2004-2005**  
Art Director/Designer  
Brea, California

*Brands: CortiSlim, Quik E, FlexLean, Relesterol, Estramin, PreMS, Belt Leash, PMC, Inc.*

■ Developed the internal creative department for Window Rock Enterprises (WRE). Created systems in order to manage and protect project assets. Initiated an overall project management process in order to art direct outsourcing of creative while full-time staff was developed. As a designer, I provided new marketing solutions while WR transitioned from Direct Response to Retail methods. These included new product launches, ad campaigns, packaging, POS, collateral material, tradeshow and web concepts. The key in this fast-paced environment, with extremely tight deadlines, was to work actively with sales, legal, outside resources and fulfillment.

**IRx (Independent Pharmacy) 2002-2003**  
Art Director/Designer  
Bloomington, Indiana

*Brands: IRx, InetRx, IRxG, IndependentRx*

■ Independent Pharmacy (IRx), a new business start-up, retained my services to develop their brand. Responsibilities included the initial design, refinement and development of the marketing materials for all communication tools. Several sub brands were formed that supported the umbrella of IRx; each requiring continuity with the key brand. Oversaw the development of the internal creative department structure. Implemented the electronic filing and archive system, project management, freelance outsourcing and administrative interaction with the owners. Extensive travel from California was required.

**Vision With Held 2001-2004**  
Art Director/Designer  
Huntington Beach, California

*Clients: Brighton Jewelry, Richards & Stark Marketing Communications, Craig Realty Group, Stowell Inc., Accurate Bore Corp., Valenti Held Contractor, Maccimixer*

■ Relocated to Orange County and established Vision With Held. Provided art direction and design with a variety of clients. The clients included retail/consumer market, real estate development, pharmaceutical service industry, construction industry and computer services. Recognized by the OC Ad Club with an Addy Award for promotional projects developed.

**Held Diedrich, Inc 2001-1981**  
Founder/Creative Director/Designer.  
Strategic Marketing & Communications  
Indianapolis, Indiana

*Clients: Peerless Faucet, Eli Lilly & Company, DePuy Orthopedics, Benchmark Products Inc., Dalmatian Fire Inc., Katz, Sapper & Miller, Indiana School of Dentistry, Park 100 Foods, Liquid Transport Corp., Virtual Meeting Strategies, Ball Memorial Hospital, Barnes & Thornberg*

■ Founded a successful creative agency which provided solid solutions, long-term client relationships and project accountability. For over 21 years, I oversaw all creative marketing solutions, ad campaigns, strategic marketing plans, brand development, web, radio, packaging, POS, annual reports, identity programs and a variety of communication tools.

The wide range of clients that we serviced provided the opportunity to present fresh ideas beyond what may have been outside their industries norm. Each client had a specific set of challenges and we provided intelligent solutions with accurate concepts that would get the proper attention and have positive results. We provided marketing communication tools for multi-million dollar as well as multinational corporations and small growing companies. The agency continues to earn recognition as one of the best in Indianapolis.

#### EDUCATION

Bachelor of Science, *Cum Laude*  
Ball State University  
Muncie, Indiana

#### AWARDS

Orange County Ad Club/Addy Awards  
2003  
Ad Club Of Indianapolis/Addy Awards  
2001, 1998, 1997, 1996, 1995, 1994, 1993, 1992, 1991  
Art Directors Club of Indiana Best Show Awards  
1995, 1994, 1993, 1992, 1991, 1989, 1988, 1987, 1986  
Print's Regional Design Annual/1992, 1990

#### FEATURED IN PUBLICATIONS

Best of Brochure Design II/1994  
Best of Brochure Design III/1994  
Fresh Ideas in Letterhead & Business Card Design/ 1993

#### HONORS

BSU Outstanding Senior/Arts,  
VisCom Award/BSU-Visual Com Program,  
BSU Outstanding Junior/Arts

#### ACTIVITIES

Orange County Ad Club, Ad Club Of Indianapolis,  
AIGA Portfolio Day, BSU Mentor Program,  
BSU Portfolio Panel, BSU Guest Speaker