



HERBERT REININGER

THE CREATIVE DIRECTOR

Creativity and innovation. Experience design. Team building and mentoring. Organizational development.

Curious, driven, and demanding ... infusing pioneering creative ideas while delivering top-line results

- **Led massive identity design, web redesign, and initial Intranet development for the United Nation's IAEA**
- **Led multimillion-dollar redesign of the Penn State online learning experience**
- **5 years harnessing TED / TEDx motivation to organizational improvement, TEDx speaker and invited participant of TEDxSummit 2012, TEDActive 2013 / 2015 and TEDSummit 2016**

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Design-based creative director with 20+ years experience leading global creative initiatives, producing award-winning compelling design, while empowering creative teams to generate visibility and profits. Recognized as a “creative professional with a capital ‘C’...who lives and breathes the creative process, consistently bringing positivity, openness, and a truly multicultural, global perspective to his work.” [~Cole Hons on LinkedIn](#)

Global citizen and innate social connector with extensive experience spanning six countries on three continents as in-house, agency, and freelance contributor to Fortune 500 companies, prominent ad agencies, the International Atomic Energy Agency (IAEA) and The Penn State University. Recognized for driving change and transforming in-house and agency organizations — through innovation, social media savvy, team building, and process discipline — to results-driven creative profit channels.

- Strategic design partner, consistently exploring new options and brainstorming ideas that expand boundaries. Uncompromising commitment to performance excellence with an ardent bias for action.
- Natural leadership style that inspires confidence while demanding the very best efforts, creating a high-energy, focused workforce with maximized synergy.
- Passionate about process — steering the chaos of creativity with focus on project structure that never loses sight of small project details.
- Communicator with exceptional client-facing skills. Excel at visualizing the big picture, bringing ideas to fruition, and implementing powerful solutions. Fluent in English, German, and Portuguese. Conversational in Spanish and Italian.

Select qualifications & areas of expertise

- Budget development and control
- Digital and traditional media
- Program and product launch direction
- Web, interactive, social media
- Contract/vendor negotiation and coordination
- Identity, branding, and market positioning
- Marketing communications
- Print, online, video, photo, POS display, presentation design
- Information architecture and user experience
- Content and production direction
- Team building and mentoring
- Organizational development
- Business development and relationship management
- Bachelor's degree in graphic design, Vienna, Austria

Highlights of media experience & business value:

Director of Creative Services Department Head

The Penn State University
Outreach and Online Education
University Park, PA
2007 – Present

Transformed a compliant culture to an award-winning team respected for their creative vision and for adding value through the delivery of quality results. Served as organizational change agent and creative force for the Outreach Department of PSU, ranked one of the top fifteen universities in the U.S. and one of America's Public Ivy League universities, with 98,000+ students enrolled at 24 campuses or online through its virtual World Campus.

Motivate and empower inherited team of 18+, creating a confident organization consistently delivering top results on a broad range of University outreach and communication projects. Control \$1.5M budget. Function as creative lead for the department's premiere redesign of the Penn State Online learning portal and national marketing campaign. Drive innovation through the use of social media, Intranet, and focus on user experience, while achieving continuous improvement through project and process discipline.

- Implemented a robust, organizational-first production process structure for control of major site redesign and for ongoing productive discipline of 2,400 design jobs annually. Piloted deep culture change throughout the broader marketing departments and in collaboration with clients. Established a committee demonstrating process best practices and business results, currently in review for organizational approval and forecasted improvements in productivity, efficiency and cost.
- Led multi million-dollar redesign of the [Penn State Online learning environment](#), chairing planning group and directing creative effort for the largest project ever completed by Creative Services. Steered organization through the challenges of change necessary to accomplish live launch in July 2011, generating metrics surpassing the most optimistic expectations. Defined complete user experience design process, selected and managed external vendors, and partnered with strategy and technology groups.
 - Lobbied and received approval for hire of University-first Information Architect, applying strategic discipline to web design and navigation flow. Reversed organizational scepticism about the benefits of information architecture resulting in a broad university-wide in-demand function.
 - Introduced the concept of usability testing and implemented a usability test lab using best practice software and procedures that generated a 23% enrolment increase over previous year.

- Designed and piloted transition to an interactive design focus through training and conferences, practice experience, and case studies, enabling the protection of most jobs in inherited team of writers and designers.
- Championed, developed, and launched first Intranet for the Outreach organization, acclaimed as “ground-breaking” and “Best Enterprise 2.0 Launch Ever”, and fundamentally changing staff communications to a productive model, decreasing waste and redundant activity for the 1600+ organizational employees.
 - Aggressively promoted Intranet, [generating buzz](#) that was picked up by blogs [around the globe](#) and leading to active use that initiated ongoing enhancement and current phase two development.
- Evangelized use of social media, pioneering active customer engagement strategy. Developed plan and coached department employees in social media use, with methods spreading throughout the University. Produced giant mind map explaining the Why, What and How that helped power regular use of social media in the marketing mix.
 - Co-developed social media guidelines for Penn State, established official social media club, hosting weekly meetings.
- Introduced text messaging to target teenage audience, challenging traditional marketing and resulting in successful turnout of teen students at University conference.
- Stimulated innovative activities and conversation as invited member of newly-formed Outreach Innovation initiative. Devoted Intranet space to facilitate dialogue, instituted poster campaign highlighting key messages, and introduced TED talks relevant to the organizational culture, over lunch with free pizza.
- Led design team of volunteer communications group for first TEDxPSU event in 2010. Contributed to design of all visual aspects, including identity, stage, website, invitation, ads, and iPhone app design, leading to attendance of 1,000 at the Sunday event. Continued heading design efforts for 2011 event, attracting 1,000+, [speaker at the 2013 event](#), TED licensee since 2014 and planning for 2017.

Creative Director Department Head

NION Interactive

Austin, TX

2006

Harnessed spirit of adventure and bold leadership accepting offer to propel struggling start-up agency to the next level. Established creative division and reinvented business model, leading to a 3x revenue increase in four months.

Recruited by business principals, moving from Austria to Texas to launch interactive agency from a local and regional start-up service model to a national competitor. Assembled high-performing creative team and freelance pool and initiated major process changes that led to the capture of major national accounts prior to business dissolution due to lack of capital funding.

- Developed custom pitch method that secured six national accounts, including Silicon Valley technology giants.

Creative Director

International Atomic Energy Agency
(IAEA)

Vienna, Austria

2001 – 2006

Revitalized creative operations and brand of the IAEA, the world center of nuclear cooperation with a staff of 3,000 from 100+ countries, operating within the organizational structure of the United Nations. Evolved initial recruitment mandate to lead [website redesign](#) through leadership of a visual identity strategy/program and development of Intranet, receiving praise for “leaving such an impressive fingerprint on the organization.” ~Raymond Kelleher, IAEA, Department of Management.

Identified and delivered on opportunities for broad organizational improvement preparing the foundation necessary for a compelling web presence. Contributed to success of the organization during high-visibility period encompassing award of the [2005 Nobel Peace Prize](#).

- Developed and presented visual identity business case winning management approval for the creation of a professional visual identity. Program direction included concept, logo, colors, style manual, communication templates, publications, and scalable system for strategic management of future visual identity initiatives.
- Successfully launched the [IAEA's first Intranet](#) within 18 months, building consensus and overcoming organizational resistance through relationship development with stakeholders and presentations showcasing Intranet best practices.

- Pioneered social consciousness campaign that increased internal communications and team building. [Conceived and drove social campaign](#) consisting of physical posters, website, and blog stimulating reflection and discussion. Campaign impact sparked the attention and approval of the Director General of the Agency within two weeks and continues to generate organizational discussion today.

Senior Creative Director Department Head

Agency.com

Woodbridge, NJ

2000 – 2001

Built creative department from ground up for New Jersey office of Agency.com (now [The Designory](#)), division of Omnicom Group, an interactive marketing agency operating on three continents. Attracted quality talent and created an integrated culture within three months directing team building and motivational incentives.

Staffed, trained and coached creative team of 18, piloting business development as principal creative client contact and lead project manager. Secured and led projects for key clients, meeting and exceeding client expectations and budgets.

- Captured Pfizer.com website redesign contract, driving eleventh-hour team development of “Partners for Living” mood video suggesting new Pfizer image that attracted client decision makers.
- Re-energized General Motors GMAC’s visual identity, brand name, and B2B website, conceiving and directing integrated creative effort and mortgage-market-first automated online platform for mortgage brokers.

Previous creative experience

Led identity; web design; point-of-sale; and online, print, TV/radio, and direct mail marketing and advertising campaigns for award-winning agencies in the U.S., Austria, Hong Kong, Brazil, and Germany. Designed, produced, and directed revenue-driving projects as Creative Supervisor and Art Director for leading corporations.

- Senior Art Director, TSP (Turkel Schwartz and Partners) – Miami, FL.
Key clients included Discovery Channel Latin America, Mortgage.com, and Hotelview.com.
- Faculty, Miami Ad School – Miami, FL.
- Senior Art Director, Young & Rubicam Latin America – Miami, FL.
Key clients included DHL, Texaco, and Castrol.
- Creative Supervisor, J. Walter Thompson (JWT) – Hong Kong.
Key clients included Hong Kong Telecom, Citibank, AsiaSat, NBC Asia (creative lead for launch), and Australian Tourist Commission.
- Creative Partner, Hong Kong Trade Development Council – Hong Kong.
Developed visual identity and designed multiple international exhibitions.
- Freelance Consultant - Direct and Agency, McCann Erickson / JWT / Upper Advertising / TV Globo / Columbia Pictures, Avon Cosmetics, Anhembú, and H. Stern in Brazil: Key agency clients included Volkswagen AG Brazil.
- Managing Partner, Spontan Design – Frankfurt, Germany.
Key clients included McCormick Spices, Volvo, Steinberger Hotels, and Leybold Worldwide.
- Art Director, Z-Communications – Frankfurt, Germany.
Key clients included Computer Associates, Memorex Telex, and IBM.

Education & professional development

Magister Artis (Bachelors equivalent) in Graphic Design, University of Applied Arts – Vienna, Austria