



# Patrick Slatin

ART DIRECTOR / CREATIVE DIRECTOR | PATRICKSLATIN.COM  
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I'm a driven, strategic thinker experienced in targeted brand and retail communications in Digital, broadcast, print, web, point-of-purchase and out-of-home.

- Oversee the development of creative; combining strategy, brand design, creative content and technology.
- Brand stewardship to ensure the creative deliverable is representative of the project goals and brand values.
- Hiring, mentoring, supervising and guiding creative team members to fulfill their potential.
- Participate in new business pitches to win new, and extend existing client relationships.
- Continually explore opportunities to enhance, improve, and expand creative ideas.

**FOUNDER OF DETROITABLE.**  
A furniture company I started to market and sell some of the industrial tables I manufacture.

**IN MY SPARE TIME**  
I enjoy photography, painting, real estate, furniture design, home improvement and playing with my two dogs.

BFA in Art Direction from the Center For Creative Studies Detroit, Wayne State University, Oakland Community College

Creative Director: Dassault Systemes Royal Oak Mi. 2017-Present  
Oversee AR, VR and 3D CGI asset production for Honda and Acura brands.

Founder, CEO and Creative Director: Detroitable Furniture Co. Royal Oak Mi. 2012-Present. Ideate, Create and produce web, mobile, print, video, social, and display content for my Detroitable furniture brand.

Freelance Senior Art Director / Creative Director: 2016- 2017  
Traditional and digital ideation and design work for various clients.

Associate Creative Director: Leo Burnett Detroit, Mi. 2012-2016  
TV, Social and digital for Buick and GMC brand, retouching, storyboards, concepts, TV production.

Associate Creative Director / Creative Director: Mars Advertising Southfield Mi. 2010-2012  
Ideation and design work for Campbell's soup, Pfizer Colgate Palmolive and Big Y.

Associate Creative Director: BBDO Troy, Mi. 2000-2010  
Ideation and design work for Chrysler, Dodge and Jeep retail and national advertising. Asset photography.

Senior Art Director: FCB Detroit Mi. 1999-2000  
Branding and ideation for the Jeep and Chrysler brands as well as Coleman BBQ grills and coolers.

Senior Art Director: BBDO Detroit Mi. 1995-1999  
Ideation and production of retail advertising for the Dodge brand.