

CANDACE M. WADE
CREATIVE DIRECTOR/DESIGNER

Professional Summary

An outgoing, idealistic, high-spirited creative designer that stands for: open communications, strong teamwork and producing results that transcend the ordinary. Professional with over 17 years experience in the creative and Internet services industry. Uses intuition, imagination, originality and fun to create compelling graphic design. Committed to continual process improvements and producing quality end results. Enjoy working with teams of hard-working people to get the job done right—the first time. Honest businesswoman with a strong business network.

PROFESSIONAL EXPERIENCE

July 2008 - Present

>> **TravelCLICK**

Phoenix, AZ

HOSPITALITY & HOTEL INTERNET MARKETING

Senior Designer

Design unique and engaging creative designs for hotel web sites. Result: Provide professional creative solutions to communicate hotel brands and inspire reservations.

May 2004 - June 2008

>> **PIER 1 SOLUTIONS**

Scottsdale, AZ

CUSTOM APPLICATION DEVELOPMENT/INTERNET SOLUTIONS

Creative Director & Designer

Conceptualize and design creative solutions for branding and internet solutions. Art direct and manage proven outside talent to program web sites. Result: Provide professional creative solutions to communicate what individuals and their businesses stand for.

May 2004 - Present

>> **STAND 4, INC**

Cary, IL / Scottsdale, AZ

FREELANCE CREATIVE SERVICES

Creative Director & Designer

Conceptualize and design creative solutions for branding, print and internet. Art direct and manage proven outside talent to program web sites. Result: Provide professional creative solutions to communicate what individuals and their businesses stand for.

August 2003 - May 2004

>> **SUCCEED CORPORATION**

Chandler, AZ

INTERNET-BASED SOFTWARE FOR SMALL BUSINESSES

Creative Director & Product Development

Creative lead for product and marketing needs across company. Coordinated development of current and future products between all teams. Result: Built internal design team and managed external talent to build new brand, software packaging, print collateral, web site, and infomercial for new product, INTERNET SPEEDWAY.

2001 - April 2003

>> **SQUARE RADIUS**

DIVISION OF UBICS, INC [NASDAQ:UBIX]

Scottsdale, AZ

IT CONSULTING, INTERNET TECHNICAL & DESIGN SERVICES

President of Creative and Internet Services

Planned strategy for low-expense, high-revenue Internet services model. Leveraged cost-effective international technology resources from affiliate company DSF Internet Services to complement a lean, talented design force. Result: Gave clients a means to get top quality design and technology services while giving the parent company a means for ensuring a strong balance sheet.

1998 - 2001

>> **COBALT CREATIVE, INC.**

Scottsdale, AZ

INTEGRATED INTERNET & MARKETING SERVICES

Founder, Creative Quality Officer

Executed integrated internet and marketing programs for technology, software and communications clients. Managed teams of creative, design, marketing, and technology professionals. Planned project tactics and implemented project management strategies. Identified and evaluated specific needs of clients and presented solutions to C-level management, investors, and directors. Result: Rapidly grew company into one of Arizona's top 3 Internet services companies.

Created a high-performance, adaptable corporate culture. Implemented a culture model whereby creative energies were focused upon building and following plans - accompanied by practical systems and processes. Management continually informed the team while encouraging contribution, candor and constant learning as the top priorities. Result: Achieved organizational strength through a healthy culture of shared values, which elevated morale, attitude, and communication within the company.

Marketed and sold Internet and marketing services company to UBICS Inc. (NASDAQ:UBIX). Designed energetic and dynamic visual presentations for directors and investors. Persuaded executives to follow through with acquisition three months after the market had first shown indications of a long-term downturn. Result: Sold the company to a \$40M publicly-traded IT services company for 6x EBITDA; gave investors a ROI of 300% and employee owners received cash dividends.

Stand4 more than status quo.

1997 - 1998

>> **HOSKYNS & ASSOCIATES**

Phoenix, AZ

**NEW MEDIA CORPORATE
COMMUNICATIONS**

Art Director

Perceived plan to expand into new market services. Negotiated new customer contracts to establish basis for expansion. Hired teams of talented junior & senior designers, sound technicians, programmers and animators. Supervised creative quality produced by teams in accordance with company standards. Result: Exceeded management expectations by evolving the company from a traditional graphic design firm to a full-service, new media corporate communications company.

1992 - 1997

>> **IMAGE MAKERS**

Phoenix, AZ

**GRAPHIC DESIGN AND CORPORATE
COMMUNICATIONS**

Senior Designer

Designed visual communications programs for high priority clients. Planned collateral, branding, and marketing tactics. Identified, analyzed, and evaluated specific needs of clients and presented solutions to C-level management, investors, and directors. Result: Won 3 international design awards, and assured 95%+ customer satisfaction level consistent with management expectations.

1988 - 1992

>> **THE IDENTITY CENTER**

Schaumburg, IL

**GRAPHIC DESIGN, BRANDING &
CORPORATE COMMUNICATIONS**

Junior Designer

Designed corporate identity programs. Executed high-volume of logos and corporate identity materials using traditional design methodology. Result: Enhanced visual communications talents and skills.

1988

EDUCATION

>> **NORTHERN ILLINOIS
UNIVERSITY**

BFA, Visual Communications

PROFESSIONAL

>> **BOARD OF DIRECTORS:
Arizona Technology Council**

>> **BOARD OF DIRECTORS:
Red Means Stop**