

## Doug Bartow

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### Summary

Experienced design director and design team leader with proven track record in brand design across various media for businesses and organizations

### Work Experience

**New York State Design System, Platform Coordinator**  
Human-Centered Design Team, NYS Office of Information Technology Services, Albany, NY, 2024–present

- we're building an open-source component and pattern library with NYS brand guidelines and best practices for all of New York State's web properties and applications

**Director of Design, Overit Media, Albany, NY, 2022–2024**

- I managed and art directed a team of 7 brand designers at an agency of 40+, focusing on strategy, web, print, and new media with clients in financial services, health care, higher education, home services, entertainment and lifestyle brands

**Co-founder & Design Director, id29, Troy, NY, 2003–2021**

- I co-founded a brand design and marketing firm in 2003 and led our award-winning design team of nine
- I created successful brands, campaigns and marketing strategies for clients like Cobra Puma Golf, Pitney Bowes, Firefly Bicycles, The Steve Case Foundation, Sterling Rope, Union College, MapInfo, Hixny and New York State Parks
- id29 was the agency behind Scholastic's national advertising campaign for *Harry Potter and the Deathly Hallows*, the final book in the series, which sold 8.3M copies on the first day

**Director of Design, MASS MoCA, N. Adams, MA, 1995–2003**

- established and built the MASS MoCA Design Department in 1995, four years before the public opening in May 1999
- played a key role in placing MASS MoCA on the global cultural map through innovative design of the museum's brand identity system, wayfinding, gallery and roof signage, web presence, and all the museum's visual communication
- collaborated with curators, fabricators and visiting artists; some of my design work from MASS MoCA can be found [here](#)

### Education

**Master of Fine Arts, graphic design**  
**Cranbrook Academy of Art**  
Bloomfield Hills, Michigan

**Bachelor of Fine Arts, graphic design**  
**State University of NY at New Paltz, NY**

### Skills

- brand design systems, identity design, creative direction, typography, web and UI/UX design, exhibition & wayfinding design, motion graphics, photography, illustration, packaging design, design team management, design thinking, designing for print, Adobe Creative Suite, Sketch, Figma, html, CSS

### Awards & Honors

- my work has been recognized by AIGA, American Advertising Federation, The Cooper Hewitt, Smithsonian Design Museum, *How*, and *Print*, among others; I was named by *Graphic Design USA* as one of the Top 50 People to Watch

### Advocacy

- led as President of AIGA UPSTNY, the Professional Association of Design, from 2016–18; growing our organization's member base and outreach to new levels; I've been programming UPSTNY design community events since 2008
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