
Doug Bartow

Team Leader / Designer / Art Director

dougbartow@gmail.com / c 518.331.5990

Summary

Design team leader and design community advocate with 25+ years' experience working in brand design across all media with national and international businesses and organizations.

Experience



Co-founder & Design Director

id29, Troy, NY, 2003–Dec 2021

I co-founded id29 in Troy, NY in 2003 and I was responsible for the design direction of a small to mid-level design and marketing firm. I managed and art directed our award-winning design team during that time, building our reputation regionally and nationally for creative excellence based upon research and sound business strategy. We helped build brands, campaigns and marketing strategies for clients such as: Cobra Puma Golf, Pitney Bowes, Firefly Bicycles, The Steve Case Foundation, Union College, and New York State Parks. id29 was the agency behind Scholastic's national campaign for *Harry Potter and the Deathly Hallows*, which sold 8.3M copies in the first day.

Some of my design work from id29 is [here](#).



Director of Design

Massachusetts Museum of Contemporary Art
North Adams, MA, 1995–2003

I joined the MASS MoCA project as its second employee and established the MASS MoCA Design Department in 1995—four years before our public opening in May 1999. During that time, I helped put the country's largest arts center on the world's cultural map by designing the museum's identity system, wayfinding and gallery signage, roof sign, print collateral, exhibition catalogs, merchandise and web presence.

Working with the talented museum staff and endless supply of world-class visiting visual and performing artists was a privilege. I collaborated directly with our fabrication team building the early signage and wayfinding system in-house.

Some of my design work from MASS MoCA is [here](#).

Education

Master's of Fine Arts, 2D Design

Cranbrook Academy of Art

Bloomfield Hills, Michigan, USA, 1995

Bachelor's of Fine Arts, Graphic Design

State University of NY at New Paltz

New Paltz, New York, USA, 1992

Advocacy



I'm a long-time member of AIGA Upstate New York—the Professional Association for Design—whose mission is to build and promote the Upstate NY design community and advance design as a vital cultural force. In 2016, I served a 2-year term as President of AIGA UPSTNY, helping grow the organization's member base and outreach to new levels. I've been programming design community events—such as our annual Student Portfolio Review—since 2008.

About Me

I frequently lecture on design, and have written for design publications such as *Speak Up* and *HOW Magazine*. In 2010, I was named by *Graphic Design USA* as one of the top 50 People to Watch. I live in Brunswick, NY with my family and enjoy fishing in the Adirondacks, playing in the local rec soccer league, and yelling at the television when Liverpool F.C. are playing.

More at dougbartow.com

References

Available upon request
