



JEFF WALTER

202.770.6750

jeffwalter@me.com

1211 Van St SE, Unit 1111
Washington, DC 20003

jeffwalter.studio

EDUCATION

Columbus College of Art and Design

Illustration

The Art Institute of Pittsburgh

Visual Communications

EXPERIENCE

FORTH Co-Founder & Creative Director

April 2022-Present | Washington, DC

The Savage Bureau Creative Lead

September 2021-April 2022 | San Francisco, CA

U.Group (formerly CHIEF) Principal & Creative Director

October 2012-August 2021 | Washington, DC

As Creative Director at CHIEF, a creative agency in Washington, DC, I led a team of over 10 highly skilled creatives until we were acquired by a technology company in 2018. That company is now called U.Group, where I continued to lead the brand creative services providing innovative creative direction and leadership.

Select Clients:

Chan Zuckerberg Initiative, National Park Foundation, PEW Research, Sandals Resorts, NASA, Howard University, Blackstone Group, The U.S. Mint, Federal Realty, United Concordia, Hampton Inn, MECU, YWCA, Case Design, Fonteva, System High, Intellibridge, Booze Allen, Pitango, Inter-American Development Bank, US Ignite, The U.S. State Department, and The U.S. Treasury.

Success Stories:

- Partnered with Priscilla Chan and Mark Zuckerberg to launch a brand for The Primary School, a comprehensive education program under the Chan Zuckerberg Initiative.
[AIGA 50 Award]
- Led the development of The U.S. Mint's first augmented reality campaign, "QuarterVerse". A brand awareness campaign that brings George Washington to life and challenges you to an interactive trivia game by scanning a quarter with any mobile device.
[2021 Gold Hermes Creative Award]
- Developed the brand identity for ARKA, an new aerospace company owned by Blackstone.
[2021 Platinum Hermes Creative Award]
- Created the True Law and Crimes Uncased advertising campaigns for the National Law Enforcement Museum that increased awareness and drove traffic to the museum.
[AIGA 50 Award | 2019 MarCom Platinum Award]
- Rebranded the Howard Bison mascot for Howard University Athletics.
[No. 4 Best New Primary Logo of 2015 - Sportslogos.net]
- Led all creative design efforts for program communications as the agency of record for NASA Earth Science Applied Sciences.
[2021 Platinum Hermes Award | 2020 MarCom Platinum Award]

Innate Art Director

July 2006-October 2012 | Washington, DC

Led the design team to create digital campaigns and websites for clients including: GEICO, CoverMore Travel Insurance, Mondial Assistance, Interstate Hotels & Resorts, Fannie Mae, Congressional Quarterly, AARP, and Global Strategies.

Tween Brands Art Director, Limited Too

June 2002-July 2006 | New Albany, OH

Art directed and developed campaigns for in-store marketing programs, designed digital experiences for the e-commerce website, and managed the art direction for seasonal photoshoots.