



ART DIRECTOR
DESIGNER / VISUAL THINKER

WINNFIELD, LOUISIANA
(318) 654-5727 / heathpoole@mhpooleddesign.com

mhpooleddesign.com

HEATH POOLE

I make ideas visible.

PROFILE

Concept-driven designer and art director with extensive agency, in-house, and independent experience creating identities, campaigns, broadcast concepts, print communications, and visual storytelling.

CREATIVE TOOLKIT

- + Art direction and concepts
- + Brand identity systems
- + Logo and illustration
- + Broadcast and print
- + Storyboarding
- + Catalogs and trade shows
- + Vehicle graphics
- + AI-assisted workflows

SELECTED CLIENTS

Progressive Bank / Skyjacker / HSA
G3 Boats / Chennault Aviation
Terral Seed / Glenwood / P&S Surgical

EDUCATION

LOUISIANA COLLEGE
B.A., concentration in Graphic Design
1997

NORTHEAST LOUISIANA UNIVERSITY
Now ULM / Graphic Design coursework
1990-1994

EXPERIENCE

MHPOOLE DESIGN STUDIO LLC

May 2024 - Present

Independent Graphic Designer / Founder / Winnfield, Louisiana

Building an independent practice focused on identity, illustration, visual storytelling, and AI-assisted concept development.

- + Developing the studio identity, portfolio, processes, and market positioning.
- + Creating self-directed work while rebuilding an archive of agency and campaign projects.

SKYJACKER SUSPENSION

2014 - 2016

Art Director / West Monroe, Louisiana

- + Directed creative development for a nationally recognized automotive performance brand.
- + Created catalogs, advertising, promotions, product communications, vehicle graphics, specialty trucks, and SEMA display materials.

ALLIANCE ONE ADVERTISING

2013 - 2014

Senior Art Director / Louisiana

Returned to work with Brenda Tarver, developing advertising and brand communications for regional clients.

- + Designed the HSA logo and extended the identity into a brochure and signage.
- + Produced award-recognized campaign work for Terral Seed.

FRENCH CREATIVE GROUP

1999 - 2013

Senior Art Director / Monroe, Louisiana

Developed integrated advertising through close art director-copywriter collaboration, combining strategy, messaging, and visual storytelling.

- + Progressive Bank: award-winning broadcast art direction, including the 'Remote Banking' campaign.
- + Created healthcare, marine, aviation, and cultural campaigns for P&S Surgical Hospital, G3 Boats, and Chennault Aviation & Military Museum

THE MILES AGENCY

1997 - 1999

Graphic Designer / Monroe, Louisiana

Built a foundation in traditional advertising, identity, specialty print, and broadcast production

RECOGNITION AND LEADERSHIP

- + Multiple AAF ADDY Awards, including Best of Show for Terral Seed, P&S Hospital, and Progressive Bank.
- + Gold ADDY - Terral Seed 'Rev Up Your Farm' logo; additional print, branding, illustration, and campaign honors.
- + Telly Award recognition - Glenwood Hospital, Progressive Bank, and KFH broadcast work.
- + President, Advertising Club of Northeast Louisiana (2005 - 2006); AAF Tenth District ADDY Committee co-coordinator.