

YULY MEKLER | CREATIVE DIRECTOR, PRINCIPAL AT BRANDBLADE

Since founding BrandBlade, a small multidisciplinary design, communications and branding studio in the year 2000, Yuly has consistently provided creative and strategic solutions for a variety of clients. Committed to building comprehensive, long-lasting and productive relationship with partners and clients,

BrandBlade develops projects from concept to completion, leading diverse teams, building on strategic vision, managing client's expectations and budgets, and delivering superb creative work. Projects encompass branding and collateral systems, conventional and digital media, environmental graphics and event experience.

CLIENTS

IBM	PPR	UMASS	Protobrand	Vertis Communications
Lotus Development	Humedica	MIT	Catchpoint Partners	Evolve Fitness
Cisco Systems	Symmons	Mass General Hospital	BBLSA	Earth Footwear
Novell	VistaPrint	Massachusetts Historic Society	George P. Johnson	and others.
RSA Security	Eastern Bank	Scottish Rite Freemasonry	Thomson Learning	
Dunkin' Brands	Harvard School of Public Health	MBL	White Mountain	

EXPERIENCE

BRANDING:

As a creative director, Yuly has have been responsible for creation, management and implementation of complex branding initiatives. Frequently teaming with strategic firms, he has implemented strategic initiatives as systems, leading the projects from concept exploration through the devel-

opment of brand identities, visual language, key imagery, color palettes, typography, layouts for the overview brochures, collateral and stationery systems, PowerPoint™ and web-based presentations, and finalizing them in comprehensive sets of brand guidelines.

MAJOR CLIENTS:

Leerink Swann LLC	Vertis Communication	Evolve Fitness Inc.	BBLSA
Property & Portfolio Research Inc.	Symmons Industries Inc.	Catchpoint Partners	White Mountain Footwear

EXPLORATIONS:

Yuly brings strong concept development capability and lays the foundation for further system building. Have is frequently invited to collaborate in the

exploration phase and creates concept identities and look & feel for a variety of projects.

MAJOR PROJECTS:

VistaPrint	Houghton Mifflin	Sonic	Communispace
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INTERNAL COMMUNICATION, MARKETING AND ADVERTISING CAMPAIGNS:

Starting from the concept , Yuly has developed a wide spectrum of deliverables tailored to meet the goals for each campaign. Deliverables

range from brochures to billboards and from environmental graphic and installations to email blasts and full page ads.

MAJOR PROJECTS:

Novell , new positioning and messaging campaign	Lotus an IBM company, R5, Special Launch Event in New York for release 5 of Lotus Notes and Domino	Evolve Fitness , Wanna evolve? We can help!	Sailworld , windsurfing stores and sails manufacturer: full page advertising ads campaign in national magazines
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EVENTS AND EXHIBITIONS:

Yuly has created identities, visual communication systems, visitors

experience and key graphics for several global and local trade shows and events.

MAJOR PROJECTS:

Marine Biological Laboratory, MBL Pierce Exhibit Center	A salute to Senator Edward Kennedy at the Democratic Convention in Boston	Dedication of the Rose F. Kennedy Greenway UMASS, Tribute to William M. Bulger	IBM pavilion at Ce-BIT IBM Forum 2001 in Japan CISCO Networkers 2001
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WEB DESIGN:

Yuly creates the web sites as integral parts of brand expression. He develops the informational architecture, wireframes and clean navigation, to

produce positive customer experiences, and works tightly with developers on technical aspects such as CMS and back end integration.

LATEST WEB SITES: bblsa.com catchpointpartners.com theforum.sph.harvard.edu

FILM AND BROADCASTING TITLE DESIGN:

CLIENTS/PROJECTS: **Harvard School of Public Health:** Dean's trip to Botswana, film titles **Scottish Rite Freemasonry:** Tribute to the Flag, and Scottish Rite for the 21st century
The Forum at HSPH, broadcasting graphic and titles
Voices From The Field, broadcasting graphic and titles
32° Masonic Learning Centers for children: One child at a time

INSTITUTIONS AND PRO BONO WORK:

MAJOR CLIENTS/PROJECTS: Harvard School of Public Health, **The Forum at HSPH**, identity and naming systems, visual language, graphic and video design, web site Harvard School of Public Health, **Health without Boundaries**, celebrating Dean Barry R. Bloom UMASS, **A pledge of excellence**, Pledge campaign materials UMASS, **Celebration of Service and Leadership**, Tribute to W. M. Bulger MIT, Sloan School of Management, **Alumni Photo Books** The Hamilton Trust, **125th Anniversary Book** **HopeFound**, Community Health Center, Identity, look and feel, posters

UNIQUE PROJECT: THE NAYLOR COLLECTION BOOK

In collaboration with CFL, Yuly developed a unique design package. This package introduced the premier collection on the history of photography and was sent to a carefully researched world-wide list of museums,

foundations, collectors, philanthropists and entrepreneurs. The project required fresh marketing ideas, complex printing technique, beautiful calligraphy and precise manufacturing.

PREVIOUS AND INTERNATIONAL EXPERIENCE

2000 - present

Creative Director, Principal at BrandBlade, Brighton, MA

1999 - 2000

Creative Director, Brand Equity International, Newton, MA.

1995 - 1999

Art Director, Lotus Development Corporation, an IBM Company, Cambridge, MA.

Delivered effective and innovative visual design solutions. Worked with a variety of media – print, typography, photography, electronic imaging and 3D modeling. Created a wide spectrum of marketing and collateral materials with strong Lotus brand expression. Art directed outside design groups, photographers and illustrators.

Corporate Design: Lotus stationery system; corporate identity standards

Product Marketing: product identities, wordmarks and packaging, direct mailing campaigns.

Internal Marketing: identities and collateral for individual groups and programs within Lotus and IBM.

Special Campaigns, Major Launches and events: event branding, identities, posters, event and web experience, environmental and interior design, 3D installations.

1993 - 1995

Designer, AD, Harvard Community Health Plan, Brookline, MA.

Designed wide range of corporate communications and collateral materials ensuring consistency of brand image.

Managed projects from concept through production and printing within established budgets.

1983 - 1993

Freelance Designer / AD, Boston, MA; Rome, Italy; St. Petersburg, Russia. Projects include: corporate image and identity design for various companies; marketing and advertising campaigns; environmental and interior design; holiday installations; billboards and posters; book design and illustrations; set design for TV commercials.

EDUCATION

M.F.A. Design, Massachusetts College of Art, Boston, MA

M.A. Architecture, Academy of Civil Engineering, St. Petersburg, Russia

B.A. Architecture, Academy of Civil Engineering, St. Petersburg, Russia

AWARDS

2006 Bow Tie Awards, 1st Place in the Gallery of Superb Printing for The Naylor Book. The category was a specialty category because it did not fit into any other categories.

2007 Graphis Annual Design, Gold Award for The Naylor Collection Book.

2001 The highest IBM Marketing Award for The IBM Forum 2001 in Japan

1993 Bookbuilders of Boston Award for the Cover design, M.L. Keene, Professional Writing