



I am currently a Senior Art Director at Organic. My experience is primarily in the interactive field, although my background includes creative development across a variety of marketing communication channels including print, direct mail, corporate identity, collateral design, and some video. My ability to prioritize tasks, manage work flow, and work with people is excellent, as well as managing budgets, photo shoots, and jr. creatives. Most importantly, understanding the clients brand strategy and marketing concerns while building relationships. I would be an asset professionally and personally to any company in need of a quality creative.

## EXPERIENCE

### **Organic, Inc.**

Senior Art Director – November, 1999 to present

- Currently working as Creative Lead on [dodge.com](http://dodge.com), and [chrysler.com](http://chrysler.com), as well as multiple DaimlerChrysler cross brand initiatives.
- Develop and manage creative execution for these brand web sites, edirect communications, and online advertising.
- Present creative to DaimlerChrysler Marketing executives, as well as collaborating agencies to ensure integrated campaigns.
  
- In charge of all photo shoots, CGI (Computer Generated Imagery), and video editing.
- Work directly with photographers, rendering houses, post production facilities and retouchers.
- Provide creative direction to junior creative for multiple projects in various stages of development.
  
- Previously worked as creative lead on Dodge Motorsports, [dominos.com](http://dominos.com), [trw.com](http://trw.com), [dowautomotive.com](http://dowautomotive.com), [mopar.com](http://mopar.com), as well as the internationalization of DaimlerChrysler's brand web sites.

### **ImagiNational, Inc.**

Art Director – June, 1993 to November 1999

- Supervised all projects from start to finish.
- Produced print collateral and various communications for multiple clients including: Alcoa, Phillips, Textron, Ford Customer Service Division, GM Service Technology Group, and GM Youth Educational Systems
  
- Assisted in initial client meetings to help produce the most creative solutions for their particular projects.
- Managed other artists, photographers and freelancers in their roles in producing the finished product.
- In constant contact with vendors to achieve cost effective and timely delivery of projects.
- Signed off on all approvals: match prints, proofs, tape & cd duplications, as well as press checks.
- Supervised accurate delivery and billing of projects.

**Brian Brannigan**

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**Creative Art Direction**



## EXPERIENCE

### Quality Computers

Art Director – October, 1992 to June, 1993

- Designed marketing materials for a computer software / hardware company
- Help develop the brand and incorporate the graphic look and feel throughout all brochures, catalogs and packaging for the company
- Worked directly with photographers, illustrators, and print houses to produce the final product

### Callender Graphics

Art Director – March, 1990 to October, 1992

- Designed print collateral and slide presentations for various clientele.
- Supervised all press checks, as well as duplication of visual presentations for clients
- Produced and ran visuals for clients live shows and presentations.
- Managed all computer equipment and software for the company

### Cromwell Communications

Designer – May , 1989 to March, 1990

- Designed various print materials, specifically for Little Caesars Pizza
- Managed all computer equipment and software for the company

## AWARDS

**Recognized for multiple Caddy and International Web Page Creative Excellence Awards on work produced for various DaimlerChrysler, Domino's, and Dow Automotive projects**

## EDUCATION

**University Of Michigan** – Ann Arbor, MI

Bachelor of Fine Arts, Majoring in Graphic Design

References and portfolio available up request.

# Creative Art Direction

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