



BRANDON BRINK

Product Design · Art Direction · Creative Strategist

brandonbrink.com
brandonbrink@gmail.com
616-304-2452

Cross-disciplined creative equipped with expert illustration skills, solid design—experienced in product development, concept strategy and visual communications to collaboratively solve problems.

Associate Creative Director

August 2015-Present

mb innovations · mcgarrybowen, New York, NY

Creative member of a multidisciplinary team delivering tangible, client-ownable products and innovative business model possibilities that address the shifting consumer behaviors of today and tomorrow.

Senior Art Director

2014-2015

mcgarrybowen, New York, NY

Digital art direction in a team environment developing landing pages, campaign microsites and banners .

Clients: Chase Private Client, JPMorgan Chase & Co, Chase Consumer Banking, Intel, Chevron

Art Director / Creative Marketing Lead

2012-2014

Agency Magma, New York, NY

Creative marketing lead in charge of executing art direction and design production for integrated marketing campaigns, brand development and product development. Performs a key role in brand strategy and creative concepting, leveraging drawing, illustration and design skills for client presentations and pitching new accounts.

- Managed many facets of ALO Drink campaign for ALOtones®, music crafted for each flavor—inside every bottle, which generated +85K brand interactions and garnered several beverage innovation awards
- Spearheaded the development of ZOTIKO Water, a premium electrolyte water brand, including brand identity, product design, brand communications, and creative campaign for product launch

Clients: ALO Drink, Uniqlo, La Guardia Airport Tourism, New York College of Health Professions, Hawke&Co

Marketing Director

2010-2012

National Accounts Manager

2007-2011

APF Munn, Yonkers, NY

Marketing director and creative communications lead for national luxury frame and mirror brand with hospitality focus in charge of developing marketing plan and media strategy to support national sales initiatives.

- Responsible for brand development, website redesign, sales collateral and managing visual assets
- Managed annual tradeshow presence from strategy to booth design and logistics for industry tradeshows
- Developed and produced creative for advertising campaign to connect with hospitality designers and buyers
- Managed large-quantity orders and grew flash sale ventures by developing offerings from excess inventory, exceeding first year sales goal of \$400K

Clients: One Kings Lane, Gilt Groupe, Abercrombie & Fitch, Victoria's Secret, Ethan Allen

Senior Designer & Illustrator

2004-2006

Perrin Inc., Comstock Park, MI

Rochester Institute of Technology, Rochester, New York

Bachelor of Arts, Illustration, 2000 · Associates of Arts, Industrial Design, 1998

Barnstone Studios: School of Drawing and Design, Coplay, Pennsylvania

Post-graduate instruction in classical drawing, painting, color theory and golden section design, 2001

The Polishing Center, Grand Rapids, Michigan

Portfolio preparation and concept development with junior creative team, mentored by advertising veterans, 2003



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Software

Creative

Photoshop *Expert*
Illustrator *Expert*
Indesign *Advanced*
After Effects *Basics*
Sketch *Advanced*
InVision *Advanced*

Office

Excel *Advanced*
Powerpoint *Advanced*
Word *Proficient*
Keynote *Advanced*
3D
Sketch-Up *Proficient*

Web

HTML *Basics*
CSS *Basics*
Wordpress *Basics*
XML / RSS *Proficient*

Skills

Art Direction · Brand Development · Product Development · Concept Development
Brand Strategy · Creative Briefing · Social Content Strategy · Email Marketing
Storyboards/Concept Sketching · Vector Illustration
Print and Digital Design · Proofing & Pre-press · UI/UX · Web Design
Project Management · Competitive Research · Trend Analysis · Presentations

Experience

Music & Video Podcasts · eBook Publication · Digital Music Distribution
Overseas Manufacturing & Sourcing · Tradeshow Planning & Management
Casting · Photo/Video Shoots · Retouching
Soft & Hard Model Making · Drafting · CAD · Marker Rendering
Design & Separation for Screenprint · Flexographic Label Printing
Geometry/Golden Ratio · Grids/Layout/Proportion · Color Theory

Interests

Electronic Music · Technology · Sneakers
Extra Crispy Bacon · Hummus