



## Award-winning creative leader, contributor, and catalyst

### CREATIVE SKILLS

Demonstrates mastery of digital and traditional advertising, including: strategy, design, content, video, digital, social, and brand identity systems

Maintains expertise in UX and UI, optimizing digital communications through visual design, prototyping, and testing

Consistently delivers ground-breaking creative concepts for new business, major brand launches, rebrands, ongoing tactics, and 360 degree campaigns

Directs photoshoots and post-production editing for video, animation, and web

Partners with production to maintain design integrity, using organized asset management and knowledge of pre-press, printing, and fulfillment processes

### LEADERSHIP SKILLS

Manages creative team with high emotional intelligence, providing clear creative direction and timely and actionable feedback

Directs design and advertising campaigns through every phase (concepting, design, client presentation, production, revision)

Leverages experience-based expertise in agency process to direct workflow and allocate creative resources

Collaborates with agency teams to solve design problems, achieve strategic goals, and uphold creative quality

Represents creative department at creative presentations, client meetings, and new business pitches

### SKILLS

#### Software program proficiencies

Adobe Creative Suite, Microsoft Office, WordPress, Sketch, Marvel, Invision, HTML, CSS

#### UX Methodologies

Product Design, User Research, Strategy, Prototyping, Information Architecture, Wireframing, Visual Design, Interaction Design, Agile, Scrum

### WORK EXPERIENCE

#### 2018 - PRESENT

##### T Brennan Creative, Aliso Viejo, CA | **Art & Strategy Consultant**

- Brand identity and brand strategy specialist
- Creative direction and production of marketing campaigns for new business efforts, major product launches, and client-specific projects
- Extensive experience with creative communications across multiple platforms from traditional and broadcast to UX and web

#### 2013 - 2018

##### Pacific Communications, Irvine, CA | **Associate Creative Director**

- Led creative teams and development including the largest product launch in aesthetics industry history, capturing 14% market share and driving sales from \$50 million to over \$100 million
- Guided creative teams from strategic planning through execution, for example - Ozurdex, growing market share 10.4% and increasing revenue by 15.8%
- Led creative pitches, branding and design of product lines, allocating creative resources to produce layouts for communications and packaging



## WORK EXPERIENCE (cont'd)

### 2001 - 2012

#### Abelson-Taylor, Chicago, IL | **Senior Art Director**

- Oversaw creative brand management of more than 7 global pharmaceutical brands
- Branded and launched one of the most successful biotech launches in history (\$2.5 billion in sales)
- Provided research for UX and creative design direction for UI and traditional production

### 2000 - 2001

#### McKinney/Chicago, Chicago, IL | **Associate Creative Director**

- Supervised and reviewed all production work ensuring goals were met and creative quality was upheld to the highest standard
- Built architecture, design, and strategy for emerging web technologies
- Created new campaigns for current accounts as well as new business efforts

### 1994 - 2000

#### Wilson Sporting Goods, Chicago, IL | **Art Director**

- Designed, directed, and approved graphics, layouts, artwork, and photography for tactics across broad points of contact
- Promoted elite athletes—including Michael Jordan, Steffi Graf, and John Daly—to domestic and international audiences

## BRAND EXPERIENCE

Pharmaceutical — LifeCell, Ozurdex, Combigan, Alphagan, Juvederm, Voluma, Benlysta, Neulasta, Kepivance, Vibativ, AmBisome, Olux  
Consumer — Raybestos, Borg-Warner, Wilson Sporting Goods, IBM, Incyte, J.D. Edwards, FMC Food Tech, Kompan, Swisslog

## CERTIFICATIONS

**Designlabs Certificate** in UX Research & Strategy

**Harvard ManageMentor Certificate** in Management Leadership including Employee Development & Critical Management Issues

## EDUCATION

Syracuse University, Syracuse, NY | **Master of Arts**; Advertising Design

Southern Illinois University, Carbondale, IL | **Bachelor of Science**; Advanced Studies/Management/Graphic Design

## AWARDS

- The Rx Club Awards Gold (1), Silver (1), Bronze (24)
- The MM&M Awards (1)
- The Globals (3)
- The PMT Reader's Choice Awards (2)
- MM&M Magazine — 40 Ads with Bite: Most Memorable Campaigns from the Last 40 Years — Kepivance Global Campaign
- Allergan Employee Award of Excellence