

TIMOTHY BRENNAN

STRATEGY | DESIGN | MANAGEMENT



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Award-winning creative leader, contributor, and catalyst

CREATIVE SKILLS

Demonstrates mastery of advertising design, brand identity systems, logos, packaging, print, POP displays, trade show booths, video, digital and social media

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 development for the largest product launch in aesthetics industry history, capturing 14% market share and driving sales from \$50 million to over \$100 million
- Guided art team from strategic planning through execution to rebrand retina eyecare brand, growing market share 10.4% and increasing revenue by 15.8%
- Led creative redesign of 5 product lines, allocating creative resources to produce layouts for new packaging for 77 distinct SKUs

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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