

Braden Brook, "Brady"
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Skills Summary

Able to adapt design style to reflect and incorporate current trends within different markets. Strong communication skills with ability to quickly grasp and impart new concepts. Able to lead, teach, and help in development of less experienced members of team. Excellent time management and organizational skills.

Expertise in Adobe CS4 (Photoshop/Illustrator/InDesign/Flash) PowerPoint, Word. Experience with light AS2 & HTML. Proficient in both Mac OSX and Windows.

Professional Experience

5/05 - present:

Rounded Corner, Inc., San Francisco, CA
President and Head Creative

- Contract designer working on print, Web, and multimedia projects for numerous clients in a variety of industries.

10/97 – 05/05:

Birdsall Interactive; Oakland, CA
Senior Designer/Creative Team Leader

- Working with both clients and Birdsall creative team, produce custom, cutting edge designs on a wide range of projects involving both print and internet mediums including, but not limited to, logos, corporate identity packages, direct mailers, Web sites, Web ad banners, e-mail blasts and Flash demos. Create new marketing campaigns and pieces based on existing strategies.
- As team leader, manage team of three designers training in market analysis, Birdsall and client processes, and creative techniques. Responsible for balancing heavy workload, meeting hard project deadlines, and making tight turnarounds based on client input.
- Responsible for production of printed works by proofing film and managing press checks to ensure integrity of final product.
- Write and edit copy for banners, e-mail campaigns, brochures, and Web pages.
- Perform UI analysis on client sites and programs (both Web and non Web-based) making recommendations, demonstrating alternatives, and incorporating such into redesigns.
- Perform as Acting Creative Director as needed.
- Represented company as Instructor of Beginner-Level sessions at MacWorld Expo in San Francisco and New York.
- Perform hardware and software maintenance and upgrades on office machines when necessary.

11/95 - 10/97:

Freelance Designer; New York, NY

- Provided design work for a variety of clientele, including *George Magazine*, Andersen Consulting, and The Fireman Hospitality Group. Jobs included identity packages, page layout for local playhouse programs, illustrations for corporate presentations, promotional flyers, and Web banners.
- Responsible for drafting new and editing existing printed pieces by proofing film and managing press checks to ensure integrity of final product.
- Managed all financial aspects of business, including proposal pricing, billing, and management of third party vendors.

Education

B.A. Fine Art, Colorado College, Colorado Springs, CO

Post Graduate Coursework in Advertising/Graphic Design, School of Visual Arts, New York, NY