

BRENT HARRISON

ART DIRECTOR / MULTI-MEDIA DESIGNER

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EXPERIENCE

Art Director - Salesforce

Feb 2022 - Present

- Responsible for digital sites and product storytelling, as well as lead and enable global brand design systems and guidelines (Creative CoE Team).
- Manage design vision for weekly product stories and assets calendar on Salesforce.com homepage, blog, and product pages.
- Art direction and lead designer for Dreamforce 2022 digital assets.
- Lead design for several cross-functional teams; fostering relationships with creative leadership, PM's, business/product partners, copywriters, and WEM team to meet deadlines.

Art Director - iProspect

July 2020 - Feb 2022

- Visual design director for high-profile clients and campaigns across multiple industries both B2C and B2B; TikTok, Bass Pro Shops, Humana, Hitachi, Samsung, Microsoft, Wolverine, COX, GSK.
- Hands-on approach with junior design team to present a clear vision and ensure exceptional content.
- Monitor creatives through all stages of production in addition to performance reporting, A/B testing to use data to inform design strategy.
- Maintained and communicated brand guidelines for multiple clients along with quality expectations to the design team to support client satisfaction and contract renewals.

Sr. Product Designer - DiversyFund

Mar 2019 - July 2020

- Established brand guidelines, design system and internal DAM system
- Provided creative direction and designs for all UX/UI and digital marketing assets for the investment products platform.
- Created design artifacts such as: user flows, journey maps, wire frames, hi-fi mock-ups, features, and interactive prototypes.
- Manage and support all creative asset needs for mobile, web-based and portal applications for investing platform.

Sr. Visual Designer - US Navy

Aug 2015 - Mar 2017

- Contracted with the Navy Medicine to spearhead a new brand for the Population Health Program.
- Developed brand guidelines, web pages, digital and offline ad campaign assets, motion graphics, and video portfolio.
- Served as the creative project manager liaising with the command, practitioners, marketing and communications directors to roll out new programs to active-duty population.

Art Director/Product Designer - Creative Circle

Jun 2015 - Present

- Contract through Creative Circle, Robert Half, TCG, and other recruiters for consistent contract work.
- Quickly and effectively integrate into established teams to support art direction for marketing and product development
- Ability to effectively guide art direction from an experiential standpoint.
- Trained in all mediums necessary to support a multi-channel marketing strategy; product design, video, photo, and digital sites.

SKILLS

Graphic Design

Digital and print ad campaign assets, social content, display ads, landing pages, email templates, marketing collateral, packaging, event displays OOH, and experiential/environmental.

UX/UI & Web Design

User journey, empathy mapping, design systems and prototyping. Web pages, interactive LP's, features, application interface and portal design. A/B testing.

Video Production & Photography

Concepting, storyboarding, pre-production, filming, editing, and coordinating with project managers. Brand videos, motion graphics, and compositing.

Brand Development

Establishing design system through style guidelines, brand management, standards enforcement, digital asset management and delivery of consistent brand experiences across all channels.

Project Mgmt & Creative Direction

Product life cycle management. Ideating, research, scoping, timeline planning, delegating, and production support. Stakeholder communications, budgeting, and reporting.

Software & Applications

Adobe CS, XD, Premier, After Effects, Final Cut, Aperture, ProTools, WordPress, AEM, Sketch, Figma, Zeplin, Webflow, Asana, Monday.com, Jira, Google Analytics, Bannersnack, Canva, Slack, MS Office360

EDUCATION

Bachelors Multi-Media Art

Platt College San Diego - 2011

UI/UX Certificate

UCSD - 2019