BRENT HARRISON
VISUAL DESIGN LEAD/ART DIRECTOR

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RELEVANT EXPERIENCE

Sr. Visual Designer - CrowdStreet
Apr 2023 - Feb 2025

- Built a marketing design system to support the visual brand, educated and evangelized the new system amongst internal teams.
- Collaborate with cross-functional teams including product, marketing, growth, and investor relations to define and prioritize design requirements.
- Developed innovative and visually appealing product concepts, sketches, wireframes, and prototypes using Figma and lead weekly design updates.
- Iterate on design concepts based on feedback from stakeholders, incorporating usability testing and user feedback to continuously improve product.

Art Director - Salesforce
Feb 2022 - Feb 2023

- Responsible for digital sites and product storytelling, as well as lead and enable global brand design systems and guidelines (Creative CoE Team).
- Managed 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 branding.
- 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 (Dentsu)
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.
- Monitored 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. Visual 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.
- Managed and support all creative asset needs for mobile, web-based and portal applications for investing platform.

Sr. Brand Designer - US Navy
Aug 2015 - Mar 2017

- Spearheaded new brand for population health program within the Navy Medicine command and healthcare providers.
- Collaborated with marketing teams to create visually appealing marketing materials, including product visuals, LP's, and promotional graphics.
- Created detailed user interface designs, ensuring consistency in visual elements, typography, and color schemes to enhance user experience.
- Created brand elements and guides for new brand within existing brand.

SKILLS

Visual Design

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

UX/UI & Product Design

User journey, empathy mapping, design systems and prototyping. Web pages, user research, features, application interface and portal design. A/B testing.

Video Production & Motion Graphics

Concepting, storyboarding, pre-production, filming, editing, and coordinating with project managers. 3D modeling, 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, Rive, Cinema 4D, Final Cut, Aperture, ProTools, WordPress, AEM, Sketch, Figma, Zeplin, Webflow, Asana, Monday.com, Jira, HubSpot, Google Analytics, Bannersnack, Canva, Slack, MS Office360

EDUCATION

Bachelors Multi-Media Art
Platt College, San Diego

Product Design Certificate
UCSD, San Diego