

Brett A. Jorgensen

OBJECTIVE

To produce results driven, innovative and creative solutions to visual and experiential projects.

EXPERIENCE

GRAPHIC DESIGNER / ART DIRECTOR

Anders Creative - San Diego, CA {2001 - present}

- Design branding and collateral materials for fashion, retail and entertainment companies
- Business development thru branding materials and conceptual products
- Art direct a wide variety of photography and photo editing projects
- Design print ads and flyers for local bars and restaurants
- Design branding and media kits and packaging for various bands and record labels
- Create websites and web advertisements
- Publish creative collaboration PDF webzine (phasecollective.com)

CREATIVE DIRECTOR

Pony International, LLC - San Diego, CA {2006 - 2007}

- Provided design, direction and tone for brand image, product, apparel, interactive, and video
- Developed 'Quick Strike' program to present photo-real 'experience' of customizing product
- Art directed photography sessions, filming and marketing promotional material
- Developed and managed grass roots marketing campaign
- Coordinated projects and campaigns, developed plans and managed timelines
- Supervised consultants and internal design team

ART DIRECTOR

Ad Ease Advertising - San Diego, CA {2005 - 2006}

- Designed brand image campaigns, print ads, billboards, brochures, etc. for wide-ranging client base
- Instrumental in restructuring Creative Department, training and managing designers and freelancers
- Composed copy for ad campaigns, radio and television commercials, signage
- Maintained strong relationships with print vendors, signmakers, and specialty printing houses
- Designed and managed web content and advertisements

ART DIRECTOR / PRODUCTION ARTIST

Advanced Marketing Strategies - San Diego, CA {2003 - 2005}

- Responsible for producing and maintaining print and interactive campaigns for local San Diego clients
- Work included traditional print (i.e. direct mail, newsprint, magazine, billboards), trade shows, point of purchase, showroom displays, web marketing & maintenance and email sends
- Key communicator among creative team, effectively managing two designers and vendors nationwide
- Clients included: IKEA, Mossy Automotive, Performance Nissan, and the McMillan Companies

CAPABILITIES

BRAND STRATEGY / ART DIRECTION / GRAPHIC DESIGN / PRODUCTION

- Conceptual identity development and realization
- Campaign development and execution
- Marketing strategy and organization
- Storyboards / multipage layout
- Production in multimedia
- Directing and managing of production artists / designers
- User interface and website design
- eMarketing development and maintenance
- Assertive communication with vendors
- Photography: art direction, lighting, editing and retouching
- Letterpress printing

EDUCATION

University of Arizona - Tucson, AZ {1997 - 2001}

Bachelor of Fine Arts

Major: Graphic Design

Minor: Music

CONTACT

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Portfolio available at www.anderscreative.com

References available upon request.