

Design has the power to make people's lives better.

> Ringling College of Art & Design. sarasota, fl. [8.15 - NOW]

instructor, adjunct

course design and instruction for level 300 and 400 graphic design, brand strategy and elective courses. guest lecturing.

> Purpl, the branding agency. sarasota, fl. [4.15 - NOW]

principal, creative director

full service agency. strategy & creative: branding, marketing, advertising, web.

Pyper Young. st. pete, fl. [6.13 - 4.15]

evp, creative director

creative leadership, new business & client relationships: marketing campaigns, branding & interactive projects, all clients.

Carpenter Group. nyc [8.07 - 6.13]

evp, creative director

leadership of creative group, client relationships: marketing campaigns, branding & interactive projects, all clients.

Grey Advertising. (GHG Division) nyc [3.04 - 8.07]

svp, creative director

leadership of print, interactive & video campaigns, all clients.

Sullivan & Co. nyc [5.02 - 3.04]

chief creative director

leadership of creative group: marketing campaigns, branding & interactive projects, all clients.

Razorfish. nyc [9.00 - 5.02]

director of user experience

new york & boston offices: leadership of user experience design group for all clients.

Cambridge Technology Partners. nyc [1.00 - 9.00]

senior creative director

leadership of design group: front end web strategy & user experience design, all clients.

Kirshenbaum & Bond. nyc [6.96 - 1.00]

vp, brand design director

leadership of design group: strategy driven design of collateral, packaging, promotional & ad campaigns, all clients.

Arnell Group. nyc [8.95 - 6.96]

senior art director

creative development & project management, ray-ban account.

Bloomingdale's. (Marketing Group) nyc [6.93 - 8.95]

senior designer

creative development & project management: packaging, promotional campaigns & private label branding.

Merkley Newman Harty. nyc [2.92 - 6.93]

designer

conceptual development & art direction: branding, collateral, ad campaigns & packaging.

education

brigham young university - bfa, design (film minor)

speaking / teaching

ringling college of art & design

school of visual arts, nyc

portfolio center, atlanta

aiga, salt lake city

center for communications, nyc

byu, salt lake city

Over three decades of building global brands and local businesses.
Over a decade of teaching, mentoring, and lecturing at the university level.

- > Working mostly in the Manhattan advertising and branding arena, Brian's work has been recognized with multiple creative awards.
- > With 20 years' experience in leading large creative teams and partnering with clients on national and global brands, Brian came to lead the creative team of a Tampa Bay agency, winning 13 Addy awards in one year, with three "Best of Shows." Shortly thereafter, he opened his own agency in Sarasota: Purpl, The Branding Agency.
- > At Purpl, Brian and his team have developed over 30 branding programs: creating marketing strategies, social media campaigns, websites, interior graphics, signage systems, advertising campaigns, sales tools, and more. Serving over 50 clients in both consumer and B2B arenas, the agency won over 53 awards in its first four years.
- > Brian's experience spans a wide range of media and industries. He has developed national and global advertising campaigns, brand identity systems, interactive experiences, retail products, packaging systems, interior graphics, furniture designs, and collateral systems. His multi-disciplinary skills have served a wide range of national and global brands including Target, Rockport, Ray-Ban, Grand Marnier, American Express, Standard & Poor's, Bloomingdale's, and Olympus, among numerous others.
- > Passionate about design education, Brian has lectured to business, creative organizations, and universities. He has taught at The School of Visual Arts, Portfolio Center, Brigham Young University, and Ringling College of Art & Design, where Brian has taught advertising, design, and brand strategy courses at the junior and senior level since 2015.

Industries

Architecture
Engineering
Fashion
Financial
Food
Healthcare
Insurance
Pharmaceutical
Professional Services
Real Estate
Recruiting
Restaurant
Retail
Sports
Technology

Multi-Disciplinary

Advertising
Brand Strategy
Brand Identity
Customer Experience
Editorial Design
Film & Video
Interior Branding
Marketing Strategy
Packaging
Presentation Design
Print Collateral
Process Design
Social Media
Web Design

Partial Client List

1.800 Flowers
ADP
American Express
American Institute of Architects
Bank Of America
Better Homes & Gardens
Blimpie
Bloomingdale's
Capital One
Casio
Citibank
Cynthia Rowley
Departures Magazine
Dom Perignon
Earth Balance
Emanuel Ungaro
Ford
General Motors
Grand Marnier
Hennessy
Honda
Kansas City Power & Light
Karins Engineering
Kraft Foods
Liberty Mutual
Lightspeed Voice
Madison Square Garden
Maidenform
Mandeville Beer Garden
Met Life
Moet & Chandon
Napa River Insurance
Natural Resources Defense Council
Nike
Olympus
Orange Octopus Ice Cream
Pfizer
Radio City Music Hall
Ray Ban
Rittenhouse Book Distributors
Rockport
Salon Lofts
Samsung
Sesame Street
Sony
Standard & Poors
Target
TIAA-CREF
Traditional Home Magazine
WellCare