



BRYAN CALLISON

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PROFILE

Focused background in the digital space with proven experience in traditional executions. Record of designing for small and large brands. Maintaining an appreciation for strategy driven solutions with a focus on collaboration to bring both designs and experiences to life.

EXPERIENCE

Oct. 2018 - current
ART DIRECTOR / DESIGNER FREELANCE Southern California
 Accommodating multiple clients with various projects including but not limited to print materials, event space designs, website and app design, social media post and channel materials, and beyond. Coordinating in both strategic decisions and design executions.
Clients – Sibly Co., The Byrd Theatre, Amber Practice

Oct. 2014 - Oct. 2018
CREATURE OF THE ART THINGS (ART DIRECTOR) STORYWERKS LLC Richmond, VA / Los Angeles, CA
 Lead art director directly under the creative director, responsible for researching and designing original creative concepts for all client projects in the appropriate traditional or interactive mediums to reach the desired audience from initial idea through final deliverables.
Clients – Virginia Lottery, DC Lottery, Avail Vapor, Cleco, JenCare / ChenMed

May 2012 - Sept. 2014
INTERACTIVE ART DIRECTOR / DESIGNER BIG RIVER ADVERTISING Richmond, VA
 UX and Interactive Design supporting all agency clients pushing their digital branding efforts pushing outside industry standards gaining national attention. Setting design standards for campaigns and leading teams from initial concept through design and build and into functional execution.
Clients – Virginia Lottery, Sotherly Hotels, Kaléo Pharmaceuticals, Wicked Taco, Anthem Healthcare, Donate Life, Newline Hardscapes, Moon Pie, Classified Moto

May 2011 - April 2012
DIGITAL ART DIRECTOR INTERN / FREELANCE BIG RIVER ADVERTISING Richmond, VA
 Web and Interactive Design for clients while being an intern between years at VCU Brandcenter. Projects included award winning Classified Moto web design. Retained on freelance basis during second year at VCU Brandcenter which resulted in a full time hire before graduation.

2003 - 2010
PRINT / INTERACTIVE DESIGNER FREELANCE Arlington, VA / Richmond, VA
 Assisting multiple clients with their interactive design and print design needs over many years while growing and learning the tools of the trade utilizing a background in art and design.

EDUCATION

2012
MASTER OF SCIENCE, MASS COMMUNICATION VCU BRANDCENTER
 Concentration in Experience Design

2009
BACHELOR OF SCIENCE, MASS COMMUNICATION VIRGINIA COMMONWEALTH UNIVERSITY
 Concentration in Creative Advertising

AWARDS

GOLD INTERACTIVE RICHMOND AD SHOW
 Classified Moto

BEST USE OF PHOTOGRAPHY WEBB HONOREE
 Classified Moto

SKILLS

- | | | |
|-----------------|--------------------|---------------------------|
| Photoshop | Art Direction | Mobile / Web Design |
| Illustrator | Interaction Design | App Design |
| InDesign | UX | Social Design |
| Adobe XD | Logo Design | Typography |
| Omnigraffle Pro | Print Design | Digital Photography |
| After Effects | Event Space | HTML / CSS / JS Knowledge |