

BRIAN B. GALBREATH

Chicago, IL | LinkedIn.com/in/BGalbreath | 815.975.8677 | contact@BGalbreath.Design | BGalbreath.Design

ART DIRECTOR/SENIOR DESIGNER

Reduce Cost/Increase Value

Qualified, experienced, and proficient creative professional. Provides striking visual solutions to business problems. Organized, efficient, and detail-oriented problem-solver. Reduces expenditure and exceeds key performance indicators. Results-driven and customer-focused communicator. Effectively conveys complex ideas to achieve desired outcomes.

SKILLS

Top 5% of all Creative Cloud Testers: Adobe XD, After Effects, Dreamweaver, Illustrator, InDesign, Photoshop

SELECTED EXPERIENCE

Art Director/Senior Designer | The Mars Agency

MAR 2021–Present | Chicago, IL

Art Directed campaigns for Campbell's and Conagra Brands; designed advertisements, banners, displays, emails, microsites

Art Director | Discover Financial Services

AUG 2018–MAR 2021 | Chicago, IL

Managed and designed all department creative projects, including animations, emails, graphics, guides, logos, and presentations; developed visual style of all department creative materials, including branding and templates

- Increased click rate for Business Technology newsletter to 7%
- Increased training program registrations

Senior Designer | American Bar Association

MAR 2016–AUG 2018 | Chicago, IL

Designed social media, print, and web advertisements; emails, interactive forms, and microsites

- Increased member group joins through Happy Bar Birthday email campaign
- Increased professional membership conversions through Student2Lawyer.com

Art Director | Center on Halsted

APR 2013–MAR 2016 | Chicago, IL

Developed visual style and overall design of all agency creative materials

- Increased direct mail conversion rate for Human First gala to 12%
- Increased individual giving for On the Red Carpet development event

Art Director/Senior Designer | BGalbreath.Design

JUL 2010–Present | Chicago, IL

Art directed campaigns for Corona, Edward Jones, Hilton Hotels & Resorts, and Porsche

Designed graphics for Amazon, American Medical Association, DeVry University, GE, Gensler, K&G, Make-A-Wish Foundation, McDonald's, Men's Wearhouse, Moore's, NBBJ, Perkins+Will, and Wrangler

EDUCATION

Bachelor of Science, Graphic Design | The Art Institute of California

San Francisco, CA

Bachelor of Science, Multimedia/Web Design | The Illinois Institute of Art

Schaumburg, IL

CERTIFICATIONS

UX Design Theory, UX Design Strategy, UI Design Principles | Udemy

San Francisco, CA

ASSOCIATIONS

Member | American Institute of Graphic Artists

Chicago, IL