

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 Adobe Creative Cloud Users: 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 Foods; designed advertisements, banners, displays, emails, microsites, and packaging

- Conceptualized and designed key visuals, which resulted in a 12% increase in brand recognition
- Worked intradepartmentally with account executives, creative directors, and production designers to develop and execute digital campaigns, which resulted in an 18% increase in engagement

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

- Redesigned and optimized Business Technology newsletter, which resulted in a 7% increase in click rate
- Worked cross-functionally with Business Strategy to brand and market Discover Technology Academy, which resulted in a 15% increase in training program registrations

Senior Digital Designer | American Bar Association

MAR 2016–AUG 2018 | Chicago, IL

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

- Designed Student2Lawyer.com microsite, which resulted in a 15% increase in Student to Lawyer membership conversions
- Developed the Happy Bar Birthday email campaign, which resulted in a 7% increase in Specialty Practice Group joins

Art Director | Center on Halsted

APR 2013–MAR 2016 | Chicago, IL

Developed visual style and overall design of all agency creative materials

- Executed a targeted direct mail campaign for the Human First gala, which resulted in a 12% increase in conversions
- Worked cross-functionally with the development department to market the On the Red Carpet event, which resulted in an 18% increase in individual giving year-over year

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, Aon, DeVry University, GE, Gensler, K&G, Make-A-Wish Foundation, McDonald's, Men's Wearhouse, Moore's, NBBJ, Perkins+Will, and Wrangler

EDUCATION+CERTIFICATIONS

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+AWARDS

Professional Member | American Institute of Graphic Artists, Chicago Chapter

President's Award, 2020 | Roger Hochschild, Discover Financial Services