**Bryan Kohl**

*Art Director. Maker of Things.*

[bryan@thnkdesign.com](mailto:bryan@thnkdesign.com)

www.thnkdesign.com

(408) 464-4145

**Maniacal Attention to Detail. Dependable. Innovative. Adaptable. Flexible. Persistent. Collaborative. Supportive. Passionate. Leader.**

10+ years of experience delivering top-notch creative solutions aimed at driving brand engagement across a variety of channels, platforms and sectors.   
  
Superb conceptual agility and technological expertise as it relates to the crafting and execution of compelling multi-touch campaigns and collateral, be they for television, mobile, web, print, apparel or social media.  
  
Currently, serving as Art Director for Capital One® Spark® Business in San Francisco, tasked with development and restructuring of the entire Spark Business brand and suite of products.

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| **Skills** | **Sectors** | **Software** | **Coding & Platforms** |
| Copywriting  Art & Creative Direction  Typography  Brand & Identity  Print  Web & Digital  Email  Social Media  Multi-touch Campaigns  Video & Audio Editing  2D Animation  UX/UI  Strategy & Research  Concept  Team Management | Retail & E-Commerce  Direct Mail  Email  Entertainment & TV  Financial Services  Education  Apparel/Fashion  Pharmaceutical Medical  B2B  Enterprise  Non-Profit  Event  Display  Digital  POP/POS | Creative Suite  Photoshop  Illustrator  Indesign  Premiere Pro  Aftereffects  Acrobat  Bridge  Lightroom  Audition  Microsoft Office  Google Apps | Agile Workflow  HTML 5  CSS3  RWD  Bootstrap  JAVA (novice)  PHP (novice)  Mac OSX  Windows  CMS  Wordpress  Joomla  Open Cart |

**Employment**

***CAPITAL ONE® Art Director 2016-PRESENT***

***Duties:*** As Art Director for Spark Business, I am presently responsible for the rebranding (and eventual relaunching) of Capital One’s small business banking and payment platforms (as well as running point on all advertising and marketing initiatives which support them). Responsibilities include, but are not limited to: strategic analysis, wireframing, prototyping, UX/UI explorations & modifications, identity work, refreshing of existing www, as well as conception and execution of any number of email, digital, print and social media campaigns.

.***Sectors served:*** Financial, Small Business.

***MATRIX MANAGER & BOUCHARD COMMUNICATIONS Art Director 2010-2016***

***Duties:*** Managed and mentored a small group of creatives and support staff. Responsible for production of direct mail, email, trigger, digital and social media marketing campaigns and branded materials. Managed all print production and vendor relations. Project lead: tasked with development of pitches, proposals, budgets, timelines, client relations and occasional copywriting. Prototyping, designing, coding, testing and UX/UI analysis of websites and html emails. External and Internal brand and identity development. Storyboarding, writing, directing, editing and animating of video spots and presentations.

***Sectors served:*** Financial, B2B, POP/POS, Education, Entertainment, Retail, Enterprise, Pharmaceutical, Medical, Event, E-Commerce and Non-Profit.

***THNK™ Owner & Chief Graphic Artist 2002-PRESENT***

THNK is the ‘Nom de Guerre’ under which I freelance (most actively from 2006-2009 while living abroad in France). There is no better education in the art of project management than that of running a business for yourself.

***Duties:*** Anything and EVERYTHING associated with running a freelance business.

***Sectors served:*** Print, web & apparel; event promotions, brand development & consultation.

***PUNK™ Graphiste Freelance 2008***

***Duties:*** Graphic Design & Production. Only Anglophone on a small team of French-speaking creatives. Learned a good deal about humility and working as a team. Primarily responsible for production work due to language barrier, but was tasked with creative lead on several projects, establishing look and feel for campaigns and assisting on photoshoots. Was glad to have a steady job while abroad.

***Sectors served:*** Fashion, Trade, Entertainment and Display.

***PREMIER RETAIL NETWORKS (now: IZ-ON media) Sr. Designer & Animator 2004-2006***

***Duties:*** Graphic Design & Animation. Oversaw brand/content development and management of YourChannel™ an in-store POS television network featured at check-out in all Albertson’s™, Shoprite™, Pathmark™ and Jewel-Osco™ stores nationwide. Additionally, served as content developer and executor for similar networks nationwide in all Walmart™, Costco™ and Sam’s Club™ stores. Pitch to production responsibilities included: ideation, storyboarding, concept development, graphic design, video/audio editing and 2D animation for broadcast.

Worked in tandem with producers and VP of creative to bring spots to fruition.

***Sectors served:*** Television, Retail, Entertainment, B2B, POS, POP, Financial, E-Commerce, Display, Event, Education, Enterprise and Digital.

**References**

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| --- | --- | --- |
| **ANN BOUCHARD** President, Bouchard Communications  ann@bouchardcommunications.com  916.783.6161 | **MEGHAN MARTIN** V.P. of Operations, Matrix Manager  meghan@mymatrixmanager.com  916.783.1536 | **ANNE WHITE** BRUSHOPOLIS, Independent Consultant  anne@hypehouse.com  323.363.4122 |
| **JAIRO MANCADA** P.R. Director  jairo.moncada.jr@gmail.com  917.220.0813 | **STEPH GARCIA** Copywriter/Stand-up Comedian  Stephgarcia2002@yahoo.com  916.717.4836 | **STEPHANIE MOJONNET** Email Project Manager  Stephanie\_Mojonnet@neimanmarcus.com  917.548.2470 |

**Education**

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| **EXPRESSION COLLEGE OF DIGITAL ARTS** Emeryville, CA 2004  Salutatorian - BA - Graphic Design | **ACADEMY OF ART COLLEGE** San Francisco, CA 1998-2000  Advertising/Graphic Design |