

Brendan McBryan

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Process oriented designer and developer with a strong technical background. Established manager and architect for complex projects with a wide range of partners and stakeholders from concept through implementation.

Skills

Planning & Process: Committed to maximizing efficiencies through best practice development and deployment, reducing production lead and design times for projects across multiple industries.

Teams & Leadership: Managed and led diverse teams of stakeholders in dispersed locations to create effective sales-driving marketing materials along with B2B communications. Experience working directly with VPs and senior leadership.

Aesthetics & Creation: Dedicated to clean, understandable, and easy to use visual experiences. Art directed multiple brand and project identities. Managed and maintained a diverse array of communication across multiple mediums and industries.

Technical Skills: Expertise in Adobe Creative Suite (InDesign, Photoshop & Illustrator, Figma/Adobe XD, Acrobat), CMS, Google Workspace, iWork, & MS Office Software. Proficient in HTML, CSS and Javascript.

Work Experience

Senior Designer & Developer | Carel Creative | Washington, DC | 2015 - Current

- Designer and Developer for small creative agency, specializing in real estate investment sales and corporate communications.
- Developer and manager of many websites on a variety of frameworks as well as CMS like WordPress.
- Production and art directions of custom graphics for web and print distribution, including maps, floor plans, charts, infographics, logos and full identities.
- Developed custom interactive web products for sale by clients.

Creative Director | Spire Creative Group | New York, NY | 2006 - 2013

- Art direction of multiple team members in the creation of marketing materials including 200+ page books, both printed and electronic, with specific emphasis on the investment real estate industry.
- Designed and implemented multiple management systems for speedy and efficient production of all print materials, leading to drastic lead time reductions for all design processes.
- Developed training program for new hires; collected, developed and maintained best practices.
- Supervised projects from initial concepts through delivery with multiple clients and vendors.
- Managed digital assets; tracking jobs, designer time and amount of work completed.

Marketing Manager | The Nanz Company | New York, NY | 2005 - 2006

- Maintained brand identity through creation of all representative imagery including photography and production of original artwork for marketing, company proposals, and stationary.
- Maintained and expanded company's image archive, product database, and web sites; Nanz.com and Brusso.com.
- Coordinated production of marketing materials and print advertisements with third party facilities.
- Organized and collaborated with third party vendors in creation of new catalog.

Design Intern | New Balance Athletic Shoe, Inc. | Lawrence, MA | 2003 - 2004

- Assisted in design and production of footwear across multiple stylistic categories and diverse management teams.
- Focused on extensive color research, material application, and concept development.
- Researched areas include market segmentation, consumer profiling, and product testing.

Education

University of Pennsylvania LPS | Certificate PENN LPS Coding Bootcamp | Philadelphia, PA | 2019

Georgia Institute of Technology | Bachelor of Science, Industrial Design | Atlanta, GA | 2003