



BRYAN BOWSER

FREELANCE CREATIVE DIRECTOR



ABOUT ME

WHAT I DO: I help small business companies and entrepreneurs build brands and increase revenue by providing brand identity, strategy consulting, digital marketing, and web design services.

WHO I WORK WITH: I partner with local small businesses, celebrities, influencers, and eCommerce companies to launch their brands and/or assist in increasing leads, creating content, monetizing their website, and executing digital marketing campaigns.



CONTACT ME



(818) 745-4153



hello@bryanbowser.com



portfolio.bryanbowser.com



4150 Chicago Ave Box 52709
Riverside, CA 92517



EDUCATION

**THE ART INSTITUTE
HOLLYWOOD**
2010 - 2011

STUDIED WEB DESIGN AND INTERACTIVE MEDIA

Studied extensively regarding print, mobile, user experience, and web design theory. Education included but was not limited to color theory, illustrations, Photoshop, HTML5, CSS3, digital media, and print layout. Classes were geared towards web development, W3C Standards, and current and accepted practices in the design and web industry.

ICDC COLLEGE
2008 - 2009

CERTIFICATE IN GRAPHIC DESIGN AND WEB DESIGN

This in-depth certificate program helped me Adobe Photoshop, Illustrator, and Indesign. The course also taught me basic front-end development, HTML, CSS, and Javascript.

**WEST LOS ANGELES
COLLEGE**
2007 - 2008

STUDIED SMALL BUSINESS MANAGEMENT

Attended West Los Angeles College learning the various elements that play into successful small businesses. The small business program included business 101, marketing 101, accounting 101, introduction to communication, entrepreneurship, and law.

**PACE BUSINESS
DEVELOPMENT CENTER**
2007

CERTIFICATE IN SMALL BUSINESS AND ENTREPRENEURSHIP

This certificate was my first introduction to business theory, marketing, and entrepreneurial concepts. Our class learned about basic accounting, finance, law, and branding.



WORK EXPERIENCE

FREELANCE
2011 - Present

FREELANCE CREATIVE DIRECTOR

For the past 10 years, I've worked on and managed small to large scale projects for small businesses, celebrities, influencers, and eCommerce companies. I specialize in brand identity but I also provide strategy consulting, digital marketing, and web design services.

- Design custom brand identity, packaging, logos, and digital assets
- Conduct digital marketing strategies, audits, and retainers for clients
- Implement email and content marketing campaigns
- Develop custom small to large scale websites
- Provide SEO, social media, and PPC advertising services

**MADE IN SOUTH
LOS ANGELES (MISLA)**
2020 - 2021

GRAPHIC DESIGN INSTRUCTOR

At MISLA I created a curriculum and conducted a 3-week online 2020 Winter Bootcamp for students between the ages of 7 and 18 years old. My mandate was to teach the class of 30 students graphic design theory, Adobe Photoshop, Illustrator, social media marketing, and content creation.

- Taught graphic design theory, Adobe Photoshop and Illustrator for 20+ hours
- Individually and as a team produced over 50 social media content pieces
- Created the curriculum for 3-week Bootcamp



BRYAN BOWSER

FREELANCE CREATIVE DIRECTOR



PROFESSIONAL SKILLS

- | | |
|---------------------|-------------------|
| • Business Acumen | • Design |
| • Digital Marketing | • Strategy |
| • Web Design | • Web Development |



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WORK EXPERIENCE

**FEATHER FLAG
NATION**
2017 - 2019

GRAPHIC DESIGNER & ILLUSTRATOR

At Feather Flag Nation, I was responsible for creating custom feather flags, illustrations, and vector artwork in Adobe Illustrator and Photoshop. Daily I finished over 20+ custom designs including but not limited to pre-press, printing, and post-production. During my normal workday, I also assisted with customer service and processed credit card payment orders over the telephone.

- Design 20+ custom flags/vectors daily
- Answer calls, process credit card payments, and ship orders
- Create print-ready files and send to production

**UCNH CHAMBER
OF COMMERCE**
2011 - 2016

SR. GRAPHIC & WEB DESIGNER

At UCNH Chamber of Commerce, I was responsible for working with the Executive Director, the Board of Directors, and Chamber Members to adhere to the Chamber of Commerce brand. Every week, I designed all branding material including corporate flyers, posters, stationery sets, and banners. I also was the Lead Web Developer who maintained the website and managed email marketing campaigns.

- Design corporate flyers, posters, and banners
- Implement email, content and digital marketing campaigns
- Work with Executive Director and Board daily
- Interact, meet and close deals Chamber events
- Update, maintain and manage, website

**SEA CHARTER
SCHOOLS**
2015

CREATIVE DIRECTOR & GRAPHIC DESIGN INSTRUCTOR

At SEA Charter School I was selected to work a semester to mentor and teaching at-risk students in South Central Los Angeles. I taught my students taught business principles, basic design theory, Adobe Photoshop, and Illustrator.

- Mentor At-Risk Students in Los Angeles Area
- Create Adobe Photoshop training course for students
- Work with the Executive Director to assist and/or provide guidance for the youth
- Lead branding, content creation, and digital marketing for MISLA and SEA Charter School
- Teach students the basics of Adobe Illustrator & Photoshop

SECTION STUDIOS
2013 - 2014

JR. FRONT-END WEB DEVELOPER

At Section, I was tasked to be the Jr. Front-End Web Developer for high-profile clients including Floyd Mayweather's, TMT brand. Daily, I worked with upper management and the design team to create brands, design logos, develop websites and turn client ideas into tangible results.

- Work with high-profile clients, Floyd Mayweather's, TMT brand, Volkswagen, and Toyota
- Design UI/UX, visual and interactive prototypes
- Manage projects using Agile, Scrum, and Sprints
- Code HTML5, jQuery, Javascript, CSS3, WordPress



BRYAN BOWSER

FREELANCE CREATIVE DIRECTOR



PERSONALITY TRAITS

- | | |
|--------------------------------|-----------------------|
| • Extrovert + Customer Service | • Fast Learner |
| • Results Driven | • Strong Work Ethic |
| • Working Independently | • Working with a Team |



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WORK EXPERIENCE

PXL AGENCY
2011 - 2012

JR. WEB DESIGNER & DEVELOPER

Pxl Agency was my first job at a professional design agency in the heart of Hollywood, CA area. I worked on high-profile Hollywood clients and completed various responsibilities, across multiple disciplines including user interface, user experience, app design/development, graphic design, front-end web development, and branding.

- Create IA, personas, sitemaps, and user flows
- Utilize mobile-first design strategies
- Validate UX and websites using A/B testing model
- Utilize Adobe Photoshop, Sketch, and Illustrator to design custom website UI
- Code, test, and launch high-profile websites

CULINARY
VISIONARIES
2007 - 2010

GRAPHIC DESIGNER & CATERER

Responsible for serving food every week; using my interpersonal communication skills to create a great customer experience. After a few years, I created the companies brand identity system, posters, and marketing assets.

- Design company logo, poster, flyers, and business cards
- Food server for special events
- Provide customer service at various events

CEYLON
RECORDS
2008 - 2009

RECORD LABEL INTERN

An independent record label located in Downtown LA, at Ceylon Records, I was responsible for marketing, promotion, studio recording, and industry networking. Ceylon introduced me to graphic design, I ran a small team of interns, attended music industry events, and promoted the label via street teams and digital marketing.

- Started my design and marketing journey here
- Attended music industry events to network and build industry connections
- Managed a small team of interns to promote and street team

Scan the code to
see my Portfolio:



I CAN HELP YOU:

- Develop and maintain a comprehensive brand identity system for digital and print
- Optimize and monetize your website for a better user experience
- Create and implement an effective digital marketing strategy to improve awareness and revenue
- Audit your business and conduct competitor intel reports to find market opportunities
- Strategize, build, launch and maintain small to large websites to convert customers
- Write content that ranks in Google SERP and develop email marketing campaigns
- Manage a creative team that is hellbent on getting results and winning