



# ANDRETTI BROWN

[www.andrettibrown.com](http://www.andrettibrown.com)

## EDUCATION

Virginia Commonwealth University, Richmond, VA – B.F.A., 1999

## SKILLS

Typography • Front-end Design • Rich Media Ads • Email Design • Interactive Design • Html Coding • Wire-framing • Art & Creative Direction • Mobile UI • Animation • Responsive Design • Front-end Developer • UX Design • Photography • Presentation Design • Print & Web Design

## SOFTWARE

Adobe Creative Cloud • Coda • Sass • MS Office • Apple Pages, Keynote • iMovie • Popular browser web inspector

## EXPERIENCE

### **Creative Director, Andretti Brown Creative Design, 2005 - present**

Crafting creative briefs and positioning statements along with developing a brands look and feel. Determining the most effective digital and creative solution to provide a client with a campaign that is current, profitable and has a solid base to grow beyond it's starting point.

### **Digital Designer (contractor), SAS - 2015 - 2017**

Design flexible, re-usable web page elements and templates that follow corporate standards and styles. Designs must be responsive for mobile devices, compliant with accessibility standards and usable by all employees. Other duties include creating graphic elements, assets and visual treatments for the site, creating a style guide, and working with content producers to use WordPress to create attractive and user-friendly pages.

### **Senior Graphic Designer, Sokal Media Group, 2013 - 2015**

Conceptualize and design art including but not limited to print ads, direct mail, e-marketing, web banners, websites & storyboards for a set group of clients. Work with art department to complete approaching deadlines. Assist in Directing Junior Designers and making decisions on art direction in high-profile projects as needed.

### **Lead/Management Graphic Designer, Trident Marketing, 2012 - 2013**

The Graphic Designer will be responsible for managing the graphic development and implementation of lead generation and websites for Trident Marketing, both online and offline. The graphic designer will stay abreast of emerging technologies and best practices. This person will be responsible for analyzing, reviewing, and making changes to processes along with managing day-to-day changes and business requests.

### **Art Director, Creative Director, 3 Birds Marketing LLC, 2010 - 2013**

3 Birds Marketing agency offers data-driven email marketing, social media marketing, and web marketing services to businesses worldwide. I created engaging email marketing and social media campaigns for hundreds of companies and businesses spread across the US.

### **WEBMASTER, GREATER RALEIGH CHAMBER OF COMMERCE, 2009 - 2010**

### **INTERACTIVE DESIGNER, KOROVERI, INC., 2007 - 2008**

### **INTERACTIVE PRODUCTION ARTIST, BCF, 2006 - 2007**

### **INSTRUCTIONAL DESIGNER, CAPITAL ONE (CONTRACTOR), 2006 - 2006**

### **INTERACTIVE ART DIRECTOR, COYNE BEAHM SHOUSE – 2005 - 2005**

### **LEAD MULTIMEDIA DESIGNER, DNDS.COM – 1999 - 2005**



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## HONORS AND AWARDS

2015 American Graphic Design Award ~ Art Direction & Development (3)

2014 American Graphic Design Award ~ Art Direction (3)

2014 Various website design nomination for current portfolio

2013 AAF Division III 1st Place ~ Art Direction

2013 AAF Mosaic Award

2013 AAF-RDU Silver Addy Award Winner ~ Art Direction

2013 AAF-RDU Silver Addy Award Winner ~ Web Designer

2012 AAF-RDU Silver Addy Award Winner ~ Web Designer

2011 Pixel Awards People's Champ in the 6th annual

2011 Web Designer Magazine "Industry Portfolio" Feature (Issue #187)

Dec 12, 2010 Css Design Awards Website of the Day

2008 & 2009 B2B Runner Up

2007 Interactive Gold Award

## VOLUNTEER ACTIVITIES

### **Diversity Multicultural Committee member (WWDUC2)**

AAF Raleigh-Durham July 2012 - 2017

### **Mentor**

AIGA Raleigh - February 2016 - June 2016

### **Web 101.2 Guru (teacher's assistant)**

AIGA Raleigh - October 2014 - March 2015

### **Web 101 committee member**

AIGA Raleigh - January 2012 - March 2014

### **Mentorship committee**

AIGA Raleigh - June 2012 - June 2013