

SEAN BRANIN

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portfolio.seanbranin.com

QUALIFICATIONS

CREATIVE

Strategic thinker. Minimalist design approach. Expert in creating highly-intuitive user experiences. Strong understanding of user interface design, interaction design and information architecture. Full knowledge of production processes and capabilities. Current on industry trends.

COMMUNICATION

Excellent communication skills. Skilled in analyzing information and solving problems in a team setting or independently. Calm and organized even under stressful time constraints. Responsible and thorough.

MANAGEMENT

Able to provide direction and facilitate individualism. Pro-active in fostering the personal growth of others.

TECHNICAL APPLICATIONS

Proficient in Adobe: Photoshop CS4, Illustrator CS4, Image Ready CS4, Flash CS4 (light action scripting experience)

EXPERIENCE

Freelance, *Art Director* - Mar 2008 to Present

- McDonald's, *TBWA/Fangohr* – Creative concepting pitch
- Jetblue, *HUGE* – Creative concepting pitch
- Urban Daddy, *Big Spaceship* – iPhone app, microsite
- Ann Taylor, *Dogmatic* – Ann Taylor Press site
- Second Life, *Big Spaceship* – Creative concepting, interface design
- Citigroup, *Atmosphere BBDO* – Creative concepting, microsite
- Jose Cuervo, *JWT* – Creative concepting, campaign design
- Rolex, *JWT* – Creative concepting, motion design
- J.P. Morgan/Chevron/Mariott, *Continuity* – Creative concepting, campaign design

Deep-Focus, *Art Director* - Jun 2006 to Mar 2008

- Led art direction, design and animation of web development projects and rich media campaigns for Dewar's Scotch Whiskey, Vice Magazine, New Line Cinema, Nike and The Weinstein Company
- Instrumental in winning the Dewar's account
- Directed designers in creation and management of projects
- Maintained the integrity of design and functionality throughout the production process

Greater Than One, Inc., *Art Director* - Jun 2003 to Apr 2006

- Led web development projects and online marketing efforts for large entertainment, pharmaceutical and education industry clients
- Defined creative strategy; conceptualized and developed mood boards and creative directions
- Served as client liaison; confer with clients to determine objectives and ensure buy-in
- Inspired and coached design team members; mentored junior designers
- Collaborated with IA, copywriters, account executives and IT throughout project development
- Instrumental in winning the following accounts: BET, Genentech, Novartis, and NYU

EDUCATION

ACADEMY OF ART: Graphic Design, 1999

UACT: Associates of Arts – Multimedia, 1998