

Brian Filippo

ON-POINT CREATIVE

Greater Minneapolis-
St. Paul Area

612.310.6544

brian.filippo@gmail.com

brianfilippo.com

EDUCATION

University of Wisconsin-
Stout / 2005–2009

B.F.A Graphic Design

SKILLS

Software

- › Adobe Creative Suite including Photoshop, InDesign, Illustrator, After Effects, Premier, Animate and Acrobat
- › Microsoft Office Suite including PowerPoint
- › Mac OS

Design

- › Print & Digital Design
- › Branding & Identity
- › Typography
- › Layouts
- › Presentation

Strengths

- › Cross-Team Collaboration
- › Efficiency
- › Adaptability
- › Sensibility
- › Project Management
- › Problem Solving
- › Leadership

OVERVIEW

I am a well-rounded Art Director with over 10 years of experience, and have spent the last 5 years leading a team of young designers in the production of digital, web, print, television and environmental creative. Highly efficient and organized, I pride myself in taking charge of the situation at hand. Using my creative problem-solving and intelligible communication skills, I am able to collaborate effectively within a team to produce on-point creative solutions. With an insatiable desire for continued learning and personal growth, I enthusiastically look forward to working with a team of like-minded individuals committed to the creation of meaningful work.

WORK EXPERIENCE

Cuneo Advertising

Senior Art Director / 2017-Present

- › Supervise multiple projects and multiple team members with a focus on adhering to project timelines and deadlines
- › Assist the Creative Director with key staffing decisions including evaluating team member performance, recruiting and hiring and other duties as assigned
- › Mentor team members and support their professional growth
- › Personally manage creative for 30+ clients
- › Investigate and implement new tools to expand use of HTML enabled creative
- › Navigate new partnerships with beta-testing startups in order to accelerate creative output

Art Director / 2014-2017

- › Provided creative thinking during brainstorming sessions, creative wall reviews, and project kick-off meetings
- › Adhered to internal processes, budgets, and timelines for each project
- › Partnered with cross-functional teams
- › Managed workflow while coordinating the work of other team members
- › Made use of market research to influence strategic marketing and advertisements
- › Took projects from initial stage to delivery in a timely and cost effective manner
- › Consistently met tight deadlines and maintained high-quality work during quick-turn projects
- › Developed processes to improve efficiency and maximize the output of a small team
- › Designed and guided the creation of hundreds of event logos and established a catalog for formal presentation to clients

Junior Art Director / June 2011-2014

- › Repurposed original concepts from senior creative team members across a wide variety of tactics like newsprint and digital ads, website graphics, indoor and outdoor signage
- › Launched new creative concepts for existing clients
- › Spearheaded the implementation of Adobe Creative Suite into the agency

OTG Athletics

Graphic Designer / April 2011-June 2011

- › Developed apparel designs for schools, athletics and clubs
- › Partnered with local vendors for production
- › Established a design catalog to aid in ideation for prospective clients

H&H Marketing

Graphic Designer / March 2011-May 2011

- › Devised and built physical presentation board for a senior living facility
- › Formulated print pieces for existing clients as well as B2B for H&H Marketing

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