



BRADY POULSEN

DESIGNER / ANIMATOR

Over 11 years collaboration with other creatives, art directors, and editors establishing visual language for motion and print based information. Directing and encouraging creatives toward visual solutions, while maintaining budget and time constraints. Excelling in concise choreography of information into hierarchies and narratives, emphasizing educational and playful nature of motion and sound to engage wide customer bases on lasting levels. Unafraid to pursue solutions in unexpected and non-traditional mediums to produce startling solutions.

Major strengths include:

- deep love for intelligent, creative communication
- creation of clear visual metaphors, making complex ideas more accessible
- aesthetic organization of information structures to engage viewers/clientele
- development and application of consistent visual grammar for cohesive projects
- project organization, development and execution within budget constraints
- facilitation and encouragement of co-workers' creativity
- successful exploration in multiple wide-ranging mediums

education Art Center College of Design

'00 - '02 B.A. with distinction
Pasadena, CA

emphasis in motion and experimental narrative forms
scholarship recipient

'97 - '98 University of Washington, Seattle WA

concentration in genetics and biology

'95 - '97 BYU Idaho, Rexburg ID

general studies with concentration in genetics, biology and art

freelance Beyoncé, Breath, Beast Editorial, Charlex, Cheshire, Carbon,

may 09 - present Ogilvy, Spontaneous, Union Editorial

feb 03 - mar 04

video backgrounds for *"The Mrs Carter Show"* Beyoncé Knowle's 2013 world tour

video backgrounds for *Pitbull's* 2014 *CBS* Upfront

graphics and transitions for *"BEYONCÉ"* 2013 visual album

title design and graphics in *"FREAKONOMICS"*

creative direction for print and 3D motion work, including style development and camera movement for visual problem-solving and as a distinct element in narrative

accounts include: La Prairie, Escada, Samsung, Verizon, Optimum, CoverGirl, Starkist, Clairol, Milk

full time Blue Rock Editorial, NYC

Head of Design increased design department billings by nearly 200% in 18 months, maintaining increase over 5 years

mar 04 - may 09 artistic and creative director to freelance designers, encouraging solutions which consistently exceeded client expectations

accounts include: Sony, Toyota, Saab, At&t, Fisher Price, Pantene, and Weight Watchers

teaching assistant Art Center College of Design, Los Angeles

may '01 - dec '02 assisted department head, Brian Boyd, teaching software, technical advising, leading critiques of student work, and mentoring

accomplishments Adobe Design Achievement Awards

experimental design category, 3rd place 2002 and 2nd place 2001

aug '99 Martin/Zambino Fine Art Gallery, Seattle WA

fine art exhibit showing photographic works, paintings, and drawings

dec '98 Academy of Fine Arts, Seattle WA

best of show fine art exhibit

