

JOHN BRIOD

ART DIRECTOR

Denville, NJ | phone: 973-219-2112 | email: jbriod@gmail.com

portfolio: www.johnbriod.com | network: www.linkedin.com/in/john-briod

Creative Art Director specializing in video, web, social, print, logo, photo, audio & tradeshow design, with a strong collaboration with teams to deliver cohesive, high-impact 360° brand campaigns

Creative Direction | Omni-Channel Campaigns | Brand Guides | Visual Storytelling | Social Media | Web Design
Video & Audio Adaptations | Image Retouching & Animation | Logo Design | Print Advertising | Tradeshows

EXPERIENCE

TAG WORLDWIDE, CAST Creative at Scale Team for HALEON

Art Director | JAN 2022 – PRESENT

- Lead and directed photo, video shoots and audio records through final production
- Developed & presented mood boards, video storyboards and provided adaptations
- Created static and animated web graphics aligned with brand style guides
- Executed product retouching and delivery of high-end final assets
- Collaborated on social media campaign development for multiple brand teams
- Designed OOH graphics promoting partnerships with HALEON Times Square launch, Major League Pickleball, Women and Men's US Soccer

KELLY SERVICES, Design Center for JOHNSON & JOHNSON

Art Director – Contract | JAN 2021 – FEB 2021

- Collaborated on allergy, pain relief and digestive health brands
- Produced print advertising designs and layouts
- Created static web graphics in alignment with brand style guidelines

WEINRICH ADVERTISING & COMMUNICATIONS, INC.

Senior Art Director | MAY 1998 – DEC 2019

- Lead a creative team including designers, illustrators and photographers
- Improved graphic designer production efficiency by 10% through targeted print production training
- Oversaw and coordinated multimedia shoots and tradeshow walk-throughs, reclaiming 20% of Creative Director time
- Provided diverse design and marketing perspectives while elevating creative concept research for visual development
- Delivered design execution including photo retouching, proofing, graphic support and press checks
- Joined the company as a Graphic designer and advanced to Senior Art Director

BARTH AND CO.

Graphic Designer | MAY 1994 – MAY 1998

- Executed end-to-end projects including design, graphics, illustrations, photo retouching and tradeshow setup

SOFTWARE

PHOTOSHOP



ILLUSTRATOR



INDESIGN



POWERPOINT



ADOBE CREATIVE SUITE

Photoshop, Illustrator, InDesign, Premiere, Acrobat

MICROSOFT OFFICE SUITE

MS Word, PowerPoint, Excel, Outlook, Teams

AI TOOLS

Photoshop, Firefly, ChatGPT, Shutterstock

UX/UI

Figma, Sketch, InVision, Marvel, Miro, Google Drawings

EDUCATION

SUNY Buffalo – BFA | 1992

Communication Arts & Design

Mohawk Valley CC – AAS | 1989

Graphic Design & Communication

General Assembly – UX Certificate | 2020

User Experience Bootcamp