

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

- _Developed & presented mood boards, video storyboards and provided adaptations
- _Created static and animated web graphics aligned with brand style guides
- _Led and directed photo, video shoots and audio records through final production
- _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.

Art Director

MAY 1998 – DEC 2019

- _Directed 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 design projects including design, graphics, illustrations, photo retouching and tradeshow setups

SOFTWARE

PHOTOSHOP

ILLUSTRATOR

INDESIGN

POWERPOINT

ADOBE CREATIVE SUITE

Photoshop, Illustrator, InDesign, Premiere, Acrobat, Firefly

MICROSOFT OFFICE SUITE

MS Word, PowerPoint, Excel, Outlook, Teams

UX/UI

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