

# Today in 2021 **Welcome Guest,**

It has been my privilege to work as a Designer, Senior Designer, Art Director, and Creative Director across the greater Salt Lake City area for more than twenty years. I have worked in small design studios, ad agencies, and most recently in-house for the Larry H. Miller Group of Companies.

I truly enjoy learning about different business sectors and collaborating with talented individuals to communicate in memorable and relatable ways. I selfishly feel my skills and experience would be valuable additions to any creative team. If you feel the same, I'd love to talk, text, or email about new opportunities.

I am actively seeking full-time work and migrating my portfolio to the cloud. I will continue to add projects to my new site as I complete them so check back often for more examples. Thank you for your time and consideration.

All the best,

**Brian McDonough**

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**loyal** easy-going family man

# Resumé Experience

## **Brian McD SLC**

*Freelance Art Director / Senior Designer: April 2020 – Present*

Currently working with various companies and agencies on identity, brand development, and website projects

## **Saxton Horne Communications**

*Creative Director: December 2010 – August 2014; Design Director: August 2014 – July 2018;*

*Senior Art Director: July 2018 – March 2020*

Hired design team members, defined roles, and conducted yearly performance reviews

Led three teams of art directors and designers to support the branding, marketing, and new business efforts of entities within and outside of the Larry H. Miller Group of Companies

Furthered the development, quality, and execution of the creative work, mentoring, and pitching new business

Advanced message development, campaign concepting, TV storyboards, digital ads, direct mail, contests, and promotions with the creative team for automotive dealerships in several western states

Framed a structure for creative toolkits to support the consistency of campaigns in key social channels

Directed and assisted in the production of regional TV spots and internal Larry H. Miller company presentations

## **Crux & Gage**

*Partner, Design Lead: May 2010 – December 2010*

Consulted with businesses about their brand and digital presence

Created the visual components of the company identity

Provided client design work prescribed through our consulting services

## **BOWG / Rare Method**

*Graphic Designer, Senior Graphic Designer, Design Director: December 2003 – May 2010*

Developed messaging and strategy for client campaigns and new business pitches

Created the look and feel for brand campaigns, identity systems, corporate collateral, book layout, packaging, and web design

## **Euro RSCG Tatham Partners, Axiom (Struck)**

*Freelance Graphic Designer: October 2003 – December 2003*

Provided design services for the digital and traditional ad departments at Euro RSCG

Created style guide patterns and packaging for the film, *A Series of Unfortunate Events*

## **A N D**

*Graphic Designer: April 1999 – September 2003*

Developed identity, collateral, packaging, outdoor and retail displays, and trade show materials

Worked directly with print vendors from estimating to final production and delivery

Directed photographers on photo shoots in studio and on location

## **Skills**

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat); Microsoft Office (Word, Excel, PowerPoint, Outlook); Keynote; Magisto; Print Production (traditional, digital, paper, and finishing)

## **Recognition**

AIGA SLC 100 Show; AIGA SLC Copper Ingots; AAF-Utah Addys Best of Show; AAF-Utah Addys Judges Choice Award; AAF-Utah Addys Silver and Gold; Print Regional Design Annual; Communication Arts Design Annual; Type Directors Club Annual; One Show Annual; Art merit badge

## **Education**

Brigham Young University, Graphic Design BFA

## **References**

### **David Blain**

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### **Ryan Mansfield**

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### **Sebastian Tatum**

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### **Jack Sanford**

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**optimist** advocate night owl



# BRIAN MCD SLC

Design Thinking • Art Direction

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Thank you for your time and consideration. [brianmcslc.com](http://brianmcslc.com)

