

Brad Serum: ART DIRECTION & DESIGN

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KEY STRENGTHS

Analytical, highly dedicated graphic designer and art director with an eye for detail bolstered by a range of complementary aptitudes: diagnosis of client needs, inventive problem solving, intuitive information organization, digital asset management, extensive technical proficiency, and just a dash of writing aptitude.

Work has been featured in Graphis, Communication Arts, AIGA 365, How Magazine, and Graphic Design USA. View portfolio at bradserum.com.

TECHNICAL PROFICIENCY

Expert-level proficiency with the Adobe Creative Suite (Illustrator / InDesign / Photoshop), including teaching and beta-testing background. Significant Mac OS knowledge with troubleshooting experience. Regular user of ancillary workflow applications including Adobe Acrobat, Adobe Bridge, Extensis Portfolio, FileMaker Pro, and Microsoft Office. Fledgling but functional experience with HTML, CSS, and Adobe Dreamweaver.

EMPLOYMENT HISTORY

1993.5 – PRESENT FREELANCE DESIGN AND ART DIRECTION

ART DIRECTOR / DESIGNER: Concept, design, and pre-production services directly for clients and as contractor for intermediate agencies. Assignments include CD packaging, identity, print advertising, and business collateral.

2007.10 – 2012.7 KNOCK KNOCK

JUNIOR ART DIRECTOR / SENIOR DESIGNER: Designed wide range of products for core Knock Knock line. Developed custom product lines commissioned by retail chains including Crate & Barrel, Urban Outfitters, and Michaels. Executed marketing initiatives including conducting a brand audit, website design, email blasts, and conventional product catalogs. Mentored junior staff members and participated in interviewing design candidates. Hired and managed freelance illustration talent. Provided intermittent pre-production assistance when needed.

- Designed a number of product lines, including Lines for All Occasions, Old-School Bingo and Self-Inking Stamps that proved to be strong sellers, inspiring multiple line extensions, and won a number of design awards

2001.8 – 2007.5 HALLMARK CARDS, INC. / HALLMARK BUSINESS EXPRESSIONS

2005.4 – 2007.5 ASSOCIATE ART DIRECTOR: Developed creative direction alongside Editorial Director partner on the Busch Entertainment (SeaWorld, Busch Gardens, Discovery Cove, et al) account, a \$1M+ client. Responsible for full scope of creative process: collaborating closely with business partners / account executives, actively engaging on the front line with client; leading a highly-collaborative, cross-functional team; managing projects to ensure sound execution against strategy, time, and budget constraints; and supervising production. Key projects include a branding instruction video, national print advertising, collection-building photo shoots, theme park branding, style guides and rack brochures.

- Directed technically-demanding photo shoots portraying Shamu in new and exciting ways to communicate the power and majesty of the animal. Averaged ten unique setups / day over the course of a few days. The resulting work was instrumental in a seven-point boost to Shamu's Q-score.

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HALLMARK CARDS, INC. / HALLMARK BUSINESS EXPRESSIONS *(continued)*

2001.8 – 2005.4 DESIGNER III-IV (Hallmark's most senior-level design position): Designed print advertising, direct mail, business collateral, video, catalogues, event materials and ephemera for clients including Busch Entertainment Corporation (BEC), Wells Fargo, State Farm Insurance, Allstate, Purina and Nestlé. Lead designer on BEC account. In addition to graphic design, involvement encompassed ideation, naming, writing, client contact, art direction, production supervision, and storyboard illustration.

- Based on my initial concepts for the SeaWorld style guide, client invited team to be creative consultants in organizing the SeaWorld parks into cohesive, self-contained destinations within each park.
- Promoted to Designer IV (Hallmark's highest-ranking position) in just over one year's time in recognition of outstanding project work and leadership contributions.
- Served as coach to new designer hires, teaching technical processes, best practices / procedures, and cultivate on-going creative development.

1997.8 – 2001.3 LARSEN DESIGN + INTERACTIVE

DESIGNER: Designed brand identities, visual systems, business collateral, print advertising, surface design, sign systems, and exhibit design for clients including Imation, Mesaba Airlines, Minnesota Life and Assist Technologies. Responsibilities also included photography direction, client presentations, vendor coordination, and press supervision.

- Created standardized file-naming system for cross functional use across the organization to optimize collaborative workflow.

1993.8 – 1997.8 CULVER ADVERTISING • DESIGN

DESIGNER: Created package design, logo & identity work, business collateral, print advertising, outdoor advertising, point-of-purchase display, surface graphics, and product ideation and design for clients including Pepsi, Miller Brewing, Harley-Davidson, Mercury Marine, and Sears Roebuck. In addition to graphic design, involvement encompassed ideation, naming, writing, client contact, art direction, and production supervision.

TEACHING EXPERIENCE

2010.3 – 2011.12 UCLA EXTENSION

INSTRUCTOR: Instructed InDesign and Photoshop 12-week courses as parts of UCLA Extension's Certificate Program. Developed lesson plans that familiarized students with the basic, intermediate, and sometimes advanced features of each program. Developed coursework designed to test and evaluate student comprehension. Supervised teaching assistant and ran classrooms of up to 20+ continuing education students.

1995.8 – 1996.8 MILWAUKEE INSTITUTE OF ART & DESIGN

INSTRUCTOR: Instructed junior- and senior-level students in Computer Graphics 1, 2, and Advanced Computer Graphics courses. Led critiques and evaluated project work. Developed coursework that balanced technology with creative problem-solving. Software instruction focused on the Macintosh OS, QuarkXPress, Adobe Photoshop, and Adobe Illustrator.

EDUCATION

GRADUATED 1993 MILWAUKEE INSTITUTE OF ART & DESIGN
BFA DEGREE IN GRAPHIC DESIGN