



BRYAN GREEN

DESIGN / ILLUSTRATION / ANIMATION

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Senior Graphic Design professional with seasoned experience in the digital and multimedia landscape - background in illustration and animation and specializing in marketing, brand, art direction, and creative solutions.

EXPERIENCE

letgo / 2018 - 2020, NYC

Lead Designer, Performance Marketing

- Manage design team - oversee production of performance marketing materials.
- Steer creative process and ensure brand consistency across ad campaigns: brainstorm, test, iterate banners and videos for social platforms, Google Display, and various programmatic partners leading to successful CTR/CPI analytics.
- Coordinate with user acquisition managers and create static banner ads, videos, and assets for US and international marketplace.

B&H Photo Video / 2018, NYC

Senior Graphic Designer

- Create interactive and static banner ads and ensure brand consistency.

CafeMedia / 2010 - 2017, NYC

Senior Interactive Designer

- Develop and produce responsive rich media branded ad units across owned and operated properties including *CafeMom*, *MamasLatinas*, *Revelist*, *Vivala*, *AdThrive*...
- Support sales, product, editorial, and marketing with UI and graphic design.
- Create motion graphics and animations for in-house and sponsored videos.
- Produce illustrations for game design and digital publications.

Serious USA / 2006 - 2008, NYC

Illustrator/Animator/Designer

- Develop and produce illustrations, animations, and UI design for interactive multimedia, print, and broadcast.
- Support sales with package design and digital content.

Lighthouse International / 2003 - 2005, NYC

Junior Graphic Designer

- Develop graphic style for website geared toward vision professionals and visually impaired consumers.
- Create high-contrast graphics and illustrations, web pages to meet accessibility standards, and accessible games.
- Create illustrations and animations for interactive distance learning application.

Fantascope / 2000 - 2002, NYC

Illustrator/Animator

- Create and produce digital and broadcast animations and games.
- Design and illustrate style guides and product applications.

EDUCATION

School of Visual Arts

BFA Illustration & Cartooning
Class of 2000, NYC

Internship: *The New Yorker*

TOOLS

Photoshop
Illustrator
Animate
AfterEffects
Google Web Designer
Celtra
Smartly.io
Figma
WordPress
HTML/CSS

FREELANCE

Paper Foldables

2006 - Present

Engineer and illustrate custom paper craft templates used as promotional marketing assets for various video games, movie and television studios...

paperfoldables.com

REFERENCES

Available on request