

Chris Brady Creative Director

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EDUCATION

Rhode Island School of Design,
Bachelor Degree of Fine Arts, Illustration,
Providence, RI — Graduated 1995

University of Christchurch,
Christchurch, New Zealand — Winter 1994

Boston University,
Boston, MA — 1991-1992

NOTABLE

NEDMA 2008 Bronze
Client: Scotts Lawn

NEDMA 2007 Silver
Client: Embarq

W3 Awards 2006
Client: Apple
Apple 2 Silver, 1 Bronze

Caple's Awards
Final Round Judge 2004

Media Magazine
Best of the Net 2002
Client: Wells Fargo

THE TOOLS

Mind, Work ethic, Charisma, Liver,
Big red pens, Paper, Pencil, Markers,
InDesign, Photoshop, Illustrator, Bridge,
Quark, Dreamweaver, Acrobat, HTML,
Dreamweaver, Flash, PowerPoint,
Keynote, Word

- ▶ **Mullen** — Wenham, MA
V.P. Associate Creative Director, 06' — Present
Brought on board to help enhance the brand essence online and offline of the agency's DM and CRM efforts. My goal is to lead by example — inspire creatives — both design and copy, to find the balance between the offer, the catalyst for a response, and to reinforce the overall brand positioning. With a total of ten direct reports and an agency's full resources to aid our team in executing integrated solutions we have consistently exceeded the clients expectations, and business objectives.
Clients- Best Buy, GM, HSBC, National Grid, Saks Fifth Avenue, Scotts Lawn, YMCA
Why - A new daughter, to be closer to family, and a chance to use a font other than Myriad.

- ▶ **Apple Computer** — Cupertino, CA
Senior Art Director, 04' 06'
After more than two years working as a consultant/contractor developing direct marketing campaigns and their in-house team, I was hired on full-time to continue enhancing the level and style of Apple's DM activities, from corporate communications to online store communications that consistently exceeded everyone's, forecasted numbers.
Oddest effect of working for Apple - Everyone thinks you know how to fix their iPod.

- ▶ **Wirestone LLC.** — Worked remotely in Cupertino and San Francisco.
Senior Art Director, 04'
Worked intimately with Apple's Graphic Design Department as a Creative Consultant in the Direct Marketing Space. Developing a variety of marketing communications, creating awareness and ultimately sales of Apple products and services—from software, to hardware, to in-store retail services. These communications range from mass market messages to creative and messaging tailored to specific verticals.
Clients- Apple Computer, Inc., Sun Country Airlines (a Wirestone client)
Best Memories - Wirestone's Cardiff office is across the street from great surf in San Diego.

- ▶ **Euro RSCG 4D formerly Brann Worldwide** — San Francisco, CA
Senior Art Director, 01' - 04'
Concepted and executed strategic campaigns in a variety of media—everything from print to DM to online—for clients ranging from financial services to high-tech to consumer goods.
Clients- Apple Computer, Inc., E-LOAN, E*TRADE Financial, Commerce One, Nestlé, Visa (Wells Fargo, Fleet, Chase, SunTrust, MBNA, Capital One...), Safeway.com, SelectQuote, Wells Fargo Online
Favorite Client Comment - "That shadow looks like a shark"

- ▶ **Tarsitano Creative** — New York, NY
Art Director, 97'-98' Senior Art Director, 98'-00'
Specialized in direct marketing solutions for companies involved in financial services, publishing and entertainment industries. Developed creative in a variety of mediums from direct mail to DRTV spots from concept to finish.
Clients- MasterCard International, Columbia House, Warburg Pincus, Hachette Fillapachi, Emap Petersen
Best Memories - The Christmas bonuses.

- ▶ **Bantam, Doubleday, Dell Publishing** — New York, NY 10014
Freelance Cover Designer, August 95 — March 1997
Developed book jacket concepts and designs for trade fiction in direct contact with the creative director.
Most Memorable Pep-Talk - "You'll see your book on Oprah."

- ▶ **McGraw-Hill Companies, College Division** — New York, NY
Designer, June 1995 — March 1997
Worked with authors and editors to develop book jacket concepts and interior designs for the College Division.
Memorable Moments - My credit card balance living in NYC at an entry-level salary.