

Christopher Brady Senior Art 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

Cable's Awards — Final Round Judge 04'

Media Magazine Best of the Net 2002
Wells Fargo "Safe" rich media campaign

March 95' Illustration Contest
AT&T Global Communication Calendar

Nominated for Yale/Norfolk
Summer Painting Program

THE TOOLS

Pen, Paper, Pencil, Markers, InDesign,
Photoshop, ImageReady, Illustrator,
GoLive, Quark, Flightcheck, Acrobat,
BBedit, Painter, Dreamweaver, Flash,
Swift 3D, FireWorks, Director, PowerPoint,
Keynote, SAP

PROFESSIONAL EXPERIENCE

Mullen — Wenham, MA
Senior Art Director/ACD, 06'

Brought on board to help enhance the brand essence of the agency's direct marketing efforts. To find a balance between the offer, the catalyst for a response, and to reinforce the overall brand positioning. So that each piece of marketing communications that ends up in a customer's hands, whether that be the mailbox, the next web page they visit, or the ad they view in their favorite publication not only delivers results but feels like the brand.

Clients- Sprint/Embarq, Best Buy Reward Zone, HSBC,

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, Graphic Design Group 05'/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.

Best Memories- Being part of a crew that actually has a vested interest in the company's product, and brand essence.

Wirestone LLC. — Worked remotely in San Francisco and Cupertino.

Senior Art Director, 05'

Onsite Client/Contract Work: Apple Computer

Developed 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'

Onsite Client/Contract Work: Apple Computer

Through Euro RSCG — Cupertino, CA

Specifically requested to work on site to ease the transition from an agency based team to an in-house staff to develop customer communications ranging from conventional DM to web based communications. Daily direct contact between product managers, and marketing managers in almost every line of business, including retail managers

Business Areas- Pro, B2B, Consumer, Applications, Hardware, Event

Best Memories- Caffe Mac's Breakfast on a Bun.

Agency work: Concepted and executed strategic campaigns in a variety of media—everything from print to DM to online.

Clients- Apple Computer, Inc., E-LOAN, E*TRADE Financial, Commerce One, Charles Schwab, 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 now Cossette Group — New York, NY

Senior Art Director, 98'/00' | Art Director, 97'/98'

Specialized in direct marketing solutions. 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

Freelance Cover Designer, 95'/97'

Developed book jacket concepts and designs for trade fiction.

Most Memorable Pep-Talk- "You'll see your book on Oprah."

McGraw-Hill Companies, College Division — New York, NY

Designer, 95'/97'

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.