

## BRANDON SHARPE

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## INFLUENCER / PHOTOGRAPHER

Instagram: [@brandonexplores](https://www.instagram.com/brandonexplores)  
Audience base: 88,400 Followers  
[www.brandonexplores.com](http://www.brandonexplores.com)

## LEO BURNETT

[www.leoburnett.com](http://www.leoburnett.com)  
Chicago, Illinois  
April 2017 – Current

## RAZORFISH

[www.razorfish.com](http://www.razorfish.com)  
Chicago, Illinois  
May 2016 – April 2017

## SCHAFFER CONDON CARTER

[www.schafercondoncarter.com](http://www.schafercondoncarter.com)  
Chicago, Illinois  
June 2015 – May 2016

## BLAST RADIUS / DESIGN KITCHEN

[www.blastradius.com](http://www.blastradius.com)  
Chicago, Illinois  
February 2015 – June 2015

## RIGHTPOINT

[www.rightpoint.com](http://www.rightpoint.com)  
Chicago, Illinois  
September 2014 – February 2015

## THE PACIFIC CREST TRAIL

[www.brandonexplores.com](http://www.brandonexplores.com)  
West Coast Mountains and Wilderness, USA  
April 2014 – September 2014

## ALPINE HOME AIR

[www.alpinehomeair.com](http://www.alpinehomeair.com)  
Chicago, Illinois  
January 2014 – April 2014

## ICROSSING

[www.icrossing.com](http://www.icrossing.com)  
Chicago, Illinois  
February 2011 – January 2014

## WIS NEWS 10 - TV

[www.wistv.com](http://www.wistv.com)  
Columbia, South Carolina  
Jan 2007 – Dec 2010

## WIS NEWS 10 - TV

[www.wistv.com](http://www.wistv.com)  
Columbia, South Carolina  
2005 – 2007

## CAROLINA RETAIL PACKAGING

[www.carolinaretailpackaging.com](http://www.carolinaretailpackaging.com)  
Lexington, South Carolina  
2004 – 2005

## THE ILLINOIS INSTITUTE OF ART - CHICAGO

<http://new.artinstitutes.edu/chicago>  
Chicago, Illinois  
2009 – 2011

## ART INSTITUTE OF CHARLOTTE

<http://new.artinstitutes.edu/charlotte>  
Charlotte, North Carolina  
2002 – 2004

## QUALIFICATIONS

Highly creative and multi-talented Graphic Designer with sixteen years experience in multimedia interactive design, concept and marketing design strategies, print, motion graphics, web design, and much more. Exceptional collaborative skills and a great team player with many developed written and verbal communication abilities. Highly skilled in all Adobe products and design programs, also possesses experience in many areas of the graphic design industry. Passionate and creative designer, who loves to come up with new concepts and directions to approach design. Accustomed to performing in deadline-driven environments, and works great under pressure.

## EXPERIENCE

### SENIOR ART DIRECTOR

Leo Burnett Worldwide is one of the world's largest agency networks with 85 offices and more than 8,000 employees. The global agency works with some of the world's most valued brands including Coca-Cola, Fiat, Kellogg's, KraftHeinz, McDonald's, MillerCoors, Nintendo, P&G, Samsung and Tata among others.

### SENIOR ART DIRECTOR

Razorfish is a full-service digital agency at the intersection of creativity, media and technology. Brought on to help with a number projects, including UI/UX, Web Design, App Design, Creative Strategy, Branding, and a number of other items that fall under the "big idea" and advertising category. Notable highlights include: creating UI/UX animations to demonstrate interaction design in a specific application, large cross-platform campaign work, helping to increase reach and engagement across all digital channels.

### ART DIRECTOR

Traditional print advertising agency in Chicago, with notable clients including The Chicago Cubs. Like many other agencies right now, the digital side of things are becoming a greater ask in the world of advertising. I was brought on to help support that need and growth for the agency. Primarily tasked to redesign and re-think a large online storage facility rental website, that allows a user to rent storage units online, in a simple and convenient secure online process. A first for the industry in the ever evolving world of personal storage solutions.

### FREELANCE ART DIRECTOR

Hired on as a freelance contractor at Design Kitchen / Blast Radius. Working with top brands, mainly the Hewlett Packard social account, on creating digital strategy based approaches to marketing and advertising through the current social media ecosystem. Responsibilities include creation of unique concepts and executions of said concepts in order to reach targeted audience goals set by the client.

### FREELANCE SENIOR DESIGNER

Brought on as a freelance contractor to help with design solutions pertaining to Intranets, or commonly know as "Corporate Portals" where companies can exchange data and information within an organization through a thought out and fully designed internal website.

### THRU - HIKER (2,668 MILES)

Hiked 2,668 miles from the US. Mexico Border to Manning, BBC., Canada on The Pacific Crest Trail. This hike took me through the states of California, Oregon, and Washington State. I climbed a total elevation gain of 489,418 feet and descended 488,411 feet with an overall average of 30 miles a day. I also hiked through 25 National Forests and 7 National Parks along the way, and completed my thru-hike, in 5 months and 4 days. Documented the experience through photography.

### FREELANCE CREATIVE DIRECTOR

Contractual work at Alpine Home Air Products. Hired on to redesign e-commerce global website, and some future applications that the company will be investing in. My role included Creative Direction, Art Direction, Design, UI/UX Design, and a bit of Strategy to help elevate the Alpine brand at a holistic level and to help create a fresh new brand voice for the ever evolving company.

### SENIOR DESIGNER

iCrossing, a large data driven global digital ad agency that started out in search and SEO. Projects and responsibilities including: concept development, web and user interface design for global corporations; user Interface design for large data management platforms, display/flash ad builds, pitch work, print and digital media design, and overseeing complex digital design problems from start to completion. Working day to day with large and complex teams to offer and produce the most high end user base digital advertising products possible.

### SENIOR DESIGNER

Promoted from Graphic Designer. Increased responsibility, including overseeing projects to assure completion of deadlines provided, from concept to final product. Working directly with department heads in creating and developing graphics for new on-air look and the internal station graphics. Received a SC Broadcasters Associate Star Award for outstanding graphics in a Public Service Announcement.

### GRAPHIC DESIGNER

Worked with a team of designers at the number 1 local television news station in Columbia, S.C. Job requirements included designing all on-air graphics, animations, web development, on-line advertising, video production, and print pieces. Worked with a number of different departments including in-house production company Take Ten Productions, to create and produce Emmy award winning graphics and on-air pieces.

### GRAPHIC DESIGNER

Job requirements were to design and print wholesale bags. Was in charge of overall design of bags and getting them ready for print. Had to communicate professionally with print department and oversee production to ensure product was correct. Designed top selling bag line while employed with company, created concept and ideas as well as designed bags and supervised final production.

## EDUCATION

### VISUAL COMMUNICATIONS - BACHELOR OF FINE ARTS

After working for an Emmy award winning news station as a Senior Designer, I was provided an opportunity to return to school in the great city of Chicago, and obtain my Bachelor's Degree. This was in addition to my Associates Degree I received while attending The Art Institute of Charlotte. Activities and Societies: AIGA, STA

### ASSOCIATE OF APPLIED SCIENCE IN GRAPHIC DESIGN

Right out of high school I moved to Charlotte, NC to attend collage and obtain my Associate of Applied Science in Graphic Design Degree from The Art Institute of Charlotte. This was an intensive two year study and course schedule, and taught me lots of valuable things pertaining to the world of Graphic Design.

## HONORS & AWARDS

### SOUTH CAROLINA BROADCASTERS ASSOCIATION STAR AWARD

Awarded a South Carolina Broadcasters Association Award for work I did for on air television commercials.

### EMMY AWARD - OUTSTANDING ACHIEVEMENT:

#### Television News Programming Excellence Daily News Cast - Markets 76+

While working as part of the team that helped produce and create the WIS News 10 at 5,6,7, and 10 o'clock shows, we were awarded with an Emmy for excellence in our daily news cast.

### SKILLS-USA NATIONAL LEADERSHIP & SKILLS CONFERENCE

#### SILVER MEDALISTS FOR NLSC - 2001

Participated in the Skills USA VICA Graphic Design contest, and won second place in overall design and graphic communications principles.

### TV STATION OF THE YEAR - SOUTH CAROLINA BROADCASTERS ASSOCIATION, 2003, 2004, 2005, 2006

Was part of the team that helped create all on air graphics and promotion pieces for WIS News 10. Worked both in sales and marketing as well as all on air components needed for the shows.