

Brendan McBryan

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Experienced senior designer and developer with a focus on real estate and corporate communications, adept at leading diverse teams and driving efficient processes to deliver impactful marketing materials and brand identities.

Skills

Teams & Leadership: Directs and mobilizes dispersed teams of stakeholders to craft compelling sales-driven marketing materials and B2B communications, collaborating directly with VPs and senior leadership.

Planning & Process: Strategizes and implements best practices to maximize efficiency, slashing production lead and design times and costs across diverse industries.

Aesthetics & Creation: Expert in layout, typography, composition, and color that delivers clear, user-friendly visual experiences. Dedicated to clean and understandable and above and below line design.

Technical Skills: Expert in InDesign, Photoshop, and Illustrator, alongside proficiency in Figma, HTML/CSS, JavaScript, React.js, Google Workspace, iWork, and MS Office Software.

Experience

Senior Designer & Developer | CarelCreative | Washington, DC | 2015 - Current

- Drive design and development initiatives for a creative agency, focusing on real estate and corporate communications, ensuring innovative solutions and impactful outcomes.
- Lead website development and management across diverse frameworks, notably WordPress, to deliver seamless online experiences.
- Execute production and art direction for tailored graphics, spanning web and print mediums, encompassing maps, floor plans, infographics, logos, and comprehensive brand identities.

Creative Director | Spire Creative Group | New York, NY | 2006 - 2013

- Lead art direction and production management for marketing materials, specializing in investment real estate, resulting in streamlined processes and significant lead time and cost reductions.
- Spearheaded training initiatives for new team members, curating best practices and fostering efficiency and consistency in design workflows.
- Oversaw end-to-end project execution, collaborating with clients and vendors while managing digital assets and tracking progress for optimized outcomes.

Marketing Manager | The Nanz Company | New York, NY | 2005 - 2006

- Maintenance and expansion of brand identity by creating representative imagery across all mediums, including photography and original artwork.
- Revamping of company's marketing and imagery database, resulting in a significant reduction in concept lead times.
- Implementing new processes, efficiently produced a new catalog featuring product history, photography, and technical specifications.

Education

University of Pennsylvania LPS | Certificate PENN LPS Coding Bootcamp | Philadelphia, PA

Georgia Institute of Technology | Bachelor of Science, Industrial Design | Atlanta, GA