

# BARRY BRIMER

CREATIVE DIRECTION DESIGN UX PRODUCTION

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☎ 214.952.5551

✉ [bbrimerntx@gmail.com](mailto:bbrimerntx@gmail.com)

🌐 [bbrimer.com](http://bbrimer.com)

in [linkedin.com/in/barrybrimerNTX](https://www.linkedin.com/in/barrybrimerNTX)

I am an experienced creative with a track record of delivering innovative solutions that lead to impactful outcomes. With 20+ years of print and digital content creation, I have spearheaded projects of all formats and scopes. My passion is in the story—creating a visual narrative that is engaging, informative, and compelling.

## EXPERIENCE

### Creative Director 2011 - current

Rampant Ideas, Flower Mound, TX

Developing targeted, strategic visual communication solutions through research, messaging, design, and execution in the print and digital space.

- Working directly with clients, establishing project scope and budget, interpreting client's direction and executing projects on target, on brand, and on time
- Managing and directing high-performing creative teams
- Launching single and multi-channel projects in formats including print and digital marketing materials, direct mail, catalog, social media marketing, animated display advertising, DCO, storyboard and video editing, Wordpress website design and execution, email and website design, logo and brand development, Powerpoint presentation design, in-store signage, and print production

### User Experience Designer II - Contract 2019 - current

Blackhawk Network, Lewisville, TX

Specializing in social media advertising and graphics, email and website design, animated and static digital display advertising, DCO, and print production

### Creative Director 2005 - 2010

Elevate Group, Dallas, TX

- Developed effective creative solutions for clients in various industries
- Concept to full execution of projects, including multi-channel campaigns, print/digital catalogs, direct marketing, promotional video, and website design
- Responsibilities included managing creative projects, presentations, leading cross-departmental teams, directing photographers/stylists, and overseeing art directors, designers, copywriters, and production artists

### Art Director 2001 - 2005

Italia Partners, Dallas, TX

- Concepted and designed print media, including catalogs, print advertisements, logos, collateral, in-store signage, banners, trade show graphics, promotional materials, and packaging
- Managed junior art directors and interns

## SKILLS

Effective written and verbal communication

Problem-solving

Time management

Creative direction

Typography

Color theory

Digital animation

Quickly learn new software and methodologies

## TECHNICAL SKILLS

Mac and PC

Adobe Creative Cloud: InDesign, Illustrator, Photoshop, Animate, Premiere Pro, and Acrobat

Microsoft Office

Print and digital production

### Working knowledge:

Figma

Google Web Designer

Wordpress with Elementor

Audio and video editing

Workfront

## EDUCATION

**University of North Texas  
Denton, TX 2001**

BFA in Communication Design  
Minor in Journalism Advertising