

BRENDAN GRAMER

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PROFESSIONAL EXPERIENCE

MAY 2004 - MAY 2005

AMERICANEAGLE.COM | CREATIVE DIRECTOR

Reorganized design group with a renewed focus on user experience, streamlined process efficiencies, and new client-focused deliverables for the Chicagoland office of an internet integration firm utilizing Information Design, Usability Testing, Graphic Design, and Production. Strategized and prioritized internal new business approaches, pitch development and project initiatives. Facilitated and managed client relationships with regards to proposal estimation, presentation, project planning, strategizing, and tactical execution of objectives. Managed and mentored team of designers to execute objectives. Select clients include Donald J. Pliner, Stuart Weitzman, Chicago Auto Show, Fannie May, Info.com, and more.

JULY 2003 - MAY 2004

MEANDAU INTERNET MARKETING INC. | CREATIVE DIRECTOR

Reorganized, streamlined, and implemented Experience Design process for Chicagoland office of internet marketing firm utilizing Information Design, Graphic Design, Production, and Front-End Development. Strategized new business approaches, pitch development and project initiatives. Refined career tracks and job tasks across practices. Select clients include: Great Expectations, L.A. Weight Loss, Wyndham Hotels Group, Atlicic Hotels, Lord Elgin Hotel, Choice Hotels, Advantage Credit, Wisconsin Association Management, and Organizational Consulting Group.

MARCH 2002 - AUGUST 2003

DESIGN CONSULTING & ART DIRECTION | INDEPENDENT CONTRACTOR

Performed various contracted efforts for multiple clients including Filemaker Inc., Expand Beyond, Geonetric, Urban Accents, KCRG Radio, E-Sigma, eDrumSoft, Chicagoland Home Mortgage, Solin Systems, High Voltage Interactive, Taylor Hawkins (Foo Fighters), John No Home, and University of Phoenix.

MARCH 1999 - MARCH 2002

DIMENSION DATA (formerly Proxicom) | SENIOR ART DIRECTOR

Started and built up Experience Design group for Chicago office of an international e-business consulting firm utilizing Information Design, Graphic Design, Production, and Front-End Development. Strategized new business approaches, pitch development and project initiatives. Designed, directed, and developed 20+ web sites for Fortune 100 companies. Managed and mentored team through different internal and external project phases. Conducted and wrote employee reviews and career track guidance sessions. Established weekly reporting methodology to track utilization rate per billable employee and estimated time frame needed for project completion. Designed and developed logo/identity materials for off/online branding purposes. Refined career tracks and job tasks across practices. Coordinated internal department duties with team regarding recruiting, promotions, design memberships, group outings, and new creative trends.

DECEMBER 1995 - MARCH 1999

NEOGLYPHICS | DESIGN DIRECTOR

Facilitated integrated branding efforts for United States Postal Service. Branding Consultant and Director (guidance) for Webmaster of StampsOnline.com. Directed design efforts for presentation pitch for Chicago Bears. Creative liaison for Caterpillar Intranet efforts (ENP and ISS.) Developed Methodology for design documentation process. Served on Methodology committee (PlanIT Neo.) Served on Marketing committee and Business Plan committee representing the design department. Concepted and developed DHTML site that was featured on Netscape's site as innovative use of DHTML. Designed and developed 15+ web sites for Fortune 100 companies. Maintained brand consistency from concept to finished site. Assisted in gathering of materials keeping the design department abreast of latest web trends. Assisted in web marketing developments and brainstormed for unique efforts for clients.

JULY 1994 - DECEMBER 1995

SHAKER ADVERTISING | GRAPHIC DESIGNER

Designed B/W & color ads for recruitment ad agency. Scanned, cleaned up, and retouched photos, illustrations, and client logos. Troubleshooter for MacOS-related issues in the creative dept. Designed graphics for, and programmed World Wide Web pages using HTML+ Created newspaper maps for Media Planner sheets. Streamlined file back-up procedures. Revamped and digitized library of client logo for digital access.

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MAY 1994

MCCANN-ERICKSON EVENT MARKETING / ST. LOUIS | IN-SCHOOL INTERN, COCA-COLA ACCOUNT

JUNE 1993 - AUGUST 1993

OGILVY & MATHER ADVERTISING | ART DIRECTOR INTERN

MAY 1992 - SEPTEMBER 1992

LAUGHLIN & CONSTABLE ADVERTISING | PRODUCTION INTERN

EDUCATION

Marquette University, Bachelor of Arts - Communications, Advertising/Marketing – Milwaukee, WI
Milwaukee Institute of Art & Design (MIAD) *various courses part of Marquette exchange program – Milwaukee, WI
Fenwick High School – Oak Park, IL

ACTIVITIES

AIGA - Chicago
AMC - Association of Multimedia Communications
Judge - AMC - 2003 IC/ID Competition
Judge - 2002 FlashFest Competition
Chi Phi / Founding Father, Vice President, 1991, President – 1992-1993
Inter-Fraternity Council / Executive Vice President – 1993-1994

AWARDS

1st place / Editorial Cartooning / Society of Professional Journalists – 1990
1st Place / Classroom Campaign Contest / West Allis Health Club Account – 1991
1st Place / Marquette Basketball Outdoor Advertisement Competition – 1992
3rd Place / Classroom Campaign Contest / Saturn Account – 1993
Merit Recognition / CNBAM / Best Use of Color in Ad – 1992

SKILLS

Strategy & Planning

Meeting facilitation
Requirements gathering
Design research
Whiteboarding
Information architecture
User interface design
Competitive analysis
Brand analysis
Web site usability analysis
Web site user scenarios
Creative presentation

Creative

Logo/Identity design
Web site design
Concepting
Storyboarding
Drawing/Sketching

Software

Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe InDesign
Macromedia Director
Macromedia Flash
Macromedia Dreamweaver
Macromedia Fireworks
Quark Xpress
Microsoft Office
Omni Outliner
Omni Graffiti
Visio

SELECT CLIENT HISTORY

Merrill Lynch
Chase Manhattan
Owens Corning
Covance
Renaissance Worldwide
Anixter
United States Postal Service
Sears & Roebuck Co.
Lincoln Benefit Life
Solin Systems
Chicagoland Home Mortgage
Divane Bros. Electric Co.
GM-EMDepot
Ameritech
Mazda
TAP Pharmaceuticals
AcquireX
Nike
Procter & Gamble
USOP
School Specialty
Kemper Insurance
GE
Timberland
MuniGroup
Armstrong
Oak Brook Bank
Classified Ventures
Motorola
E-Train
Coca-Cola France
Bank One
DuPont
Dairy Queen
Ford
Kraft Foods
Ultramar Diamond Shamrock
Volkswagen
Williams Energy

and more...