

# Jeff BROWN

ACD / ART DIRECTOR



☎ 847.385.8969

✉ jbrown1276@gmail.com

📍 Chicago, IL

## EDUCATION

### • UW-Platteville

Fine Art / Graphic Design  
1995-1999

## AWARDS

• Webby Honoree  
Bronze Telly Winner  
Silver Telly Winner  
Silver Popai Award Winner  
Tempo Winner  
First Place Echo Winner  
Promo Award Winner  
Platinum Hermes Creative Award  
Gold Hermes Creative Award  
Communicator Award:  
Award of Distinction  
2 Platinum Marcom Winner

## PROFILE

I am an award-winning art director based in Chicago. I have over 22 years of agency experience and have worked with clients across industries, including technology, retail and health care. I've managed projects from concept to completion, from print to digital, from promotion to video. I can handle all aspects of a project and make it happen—and I love a challenge.

My specialty is storytelling: using design to tell the story that your brand needs to tell in order to make an impact on your audience. Every great story has a hero—and so does every great brand. Helping you find yours is what I do best!

## EXPERIENCE

### Somnio Solutions

#### Sr. Creative Lead / January 2023 - Present

As the Head of the creative department at Somnio, I led a team of 10 and worked with B2B clients such as AT&T, Kndryl, Onsemi, and Schneider Electric. Through strategic planning, new business pitches, video development, campaign development, and motion graphics, I successfully guided the team to deliver awe-inspiring creative solutions that exceed clients' expectations.

During my tenure, we secured three new pieces of business from high-profile companies including Shutterstock, Workiva, and AT&T. Our success was a result of my team's innovative and strategic thinking, coupled with their exceptional creative skills. As the Sr. Creative Lead, I oversaw the development of concepts, art direction, and project execution, ensuring that all deliverables met or exceeded clients' expectations.

Overall, my leadership, strategic vision, and ability to motivate and inspire my team have enabled us to deliver exceptional results, and I look forward to continuing to drive growth and success for Somnio and its clients in the future.

### Freelance ACD / Art Director

#### April 2013 - Present

As a freelance ACD / Art Director, I have worked with numerous fantastic clients and agencies, delivering efficient and creative solutions to their challenges. From initial concept to final development, I have successfully managed a multitude of projects, including social media posts, video production, and directing.

During my time as a freelancer, I have had the opportunity to work with many prestigious agencies, including DDB, Leo Burnett, Edelman, FCB, Cavalry, TracyLocke, Havas Worldwide, Critical Mass, TPN, Two X Four, Norton Agency, Legacy Marketing, Beam Suntory, Intouch Solutions C.A.P.S, and Sassafras.

I have also worked with an impressive array of clients, such as Marlboro, Newport, Coca-Cola, P&G, USPS, State Farm, Sprint, Citi Bank, Audi, Jim Beam, Chicago Bears, Chicago Cubs, Constellation Brands, Pernod Ricard, Toyota, and more. As a result of my experience and expertise, I have been able to create awe-inspiring creative solutions, managing teams to deliver exceptional results.

### DDB

#### Freelance ACD / Art Director | March 2022 - September 2022

Developed Social media posts, banners and emails for Jiffy lube, Orkin and State Farm. Created storyboarded and directed 12 social media video spots for State Farm, for there new personal price plan program that will be live this November on all social media platforms.

### Cocktails for Hope

#### Creative Director / March 2020 - Present

Cocktails For Hope is an initiative that advocates for the temporary sale of pre-mixed cocktails in containers sealed by on-premise license holding establishments in the State of Illinois. Cocktails For Hope is committed to creating necessary cash flow to bars and restaurants throughout the duration of the COVID-19 pandemic to allow them to remain in business. The initiative also seeks to create an open line of communication with lawmakers for continued conversations as the hospitality landscape evolves over time. Visit us at: [www.cocktailsforhope.org](http://www.cocktailsforhope.org)

### Intouch Solutions

#### Freelance ACD / Art Director | March 2019 - May 2019

Developed digital signage and apps system for VENCLEXTA to communicate, coordinate and execute the key components of their ASCO conference in June 2019.

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## SKILLS

### PROFESSIONAL

- Concepting
- Graphic Design
- Creative Direction
- UX/UI Design
- Web Design
- Brand Strategy
- New Business
- Management of Teams
- Content Creation

### TECHNICAL

- Photoshop
- Illustrator
- InDesign
- XD
- Premiere
- Sketch
- Blender (3D)
- Photography

## EXPERIENCE (CONTINUED)

### Legacy Marketing Group

#### Freelance ACD | June 2018 - September 2018

Managed the creative team with the ECD to create on-premise events, promotions and video content for Constellation Brands, and Pernod Ricard. Supported creativity across the business, while developing organizational readiness in regards to brand alignment, messaging and market intelligence.

### FCBX

#### Freelance ACD | May 2016

I was asked to lead a new business pitch for Audi Automotive for their upcoming 2016 experiential worldwide campaign. My team and I worked closely with the client to conceive and design a series of branded experiences that would showcase the full range of Audi in a way that was true to their brand values. This included event curation, creative direction and brand consultancy, creative ideation and production management for all activations throughout US, Europe, Asia and Australia

### Two X Four

#### Freelance ACD | Jun 2013 - Oct 2015

Assignments included the strategic planning and Art Direction for the Chicago Bears' new experience, Soldier Field game day operations. Responsible for art direction on several new business pitches as the lead team for Healthcare companies, food services and other corporate entities.

### Beam Suntory

#### Freelance ACD / Art Director | August 2015 - September 2015

I worked with the marketing team, and producers to create a new experiential environment for Jim Beam Distillery which was touring worldwide for the launch of their new flagship products. The experience had numerous different interactive touchpoints with state of the art technology, guest engagement and entertainment as well as a showcase of all things Jim Beam: artifacts from the distillery's past, archives from its history and some of the most coveted bottles collected and curated by the company over the last 200 years.

### Leo Burnett

#### Freelance ACD / Art Director | May 2013 - July 2015

While working for Leo Burnett I had the opportunity to work on a lot of great campaigns and promotions. From conceptualizing and creating, as well as directing photoshoots and launch videos, I was able to bring my ideas to life. I had the pleasure of working for an iconic brand like Marlboro. While there I had the opportunity to work on campaigns from start to finish with great success. Some of these promotions were huge successes with hundred of thousands of entries and millions of views on the Marlboro.com site.

### Momentum

#### ACD / SR. Art Director | October 2010 - April 2013

Served as the creative lead on a team of designers responsible for producing integrated marketing campaigns across all channels. Led design on all integrated promotional creative campaigns (digital, retail, experiential) from concept through production and execution. Clients were Kraft, Nabisco, United Airlines and Harley Davidson.

### Launch Creative Marketing

#### SR. Art Director | May 2010 - October 2010

Managed the day-to-day operations of the Conagra creative team and worked on new business pitches, client presentations, concepting, creating point of purchase, web and video for Conagra's many brands, including Chef Boyardee, Hunt's, Healthy Choice, Marie Callender's, and Swiss Miss.

### FCB

#### SR. Art Director | January 2004 - May 2010

Concepted, created and managed a vast array of projects, including packaging, point of purchase, promotional, direct response TV and interactive materials for Kmart, Kellogg's, Keebler, Motorola, Procter and Gamble, State Farm, Master Foods, Sony, and USPS.

### Geohausen Associates

#### Junior Art Director | January 2000 - May 2003

Solo designer for all direct mail materials for Gatorade, Cap'n Crunch and Phonak hearing aides.

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Creative Direction  
UX/UI Design  
Web Design  
Brand Strategy  
New Business  
Management of Teams  
Content Creation

### TECHNICAL

Photoshop  
Illustrator  
InDesign  
XD  
Premiere  
Sketch  
Blender (3D)  
Photography

## REFERENCES

### Jeff Greeneberg National Advertising Creative Lead at State Farm

"I recently had the opportunity to work side-by-side with Jeff on a recent shoot for a State Farm national social media campaign. As the client, I found Jeff to be super collaborative and deeply engaged with a great eye for design detail that we need for our social media creative. This includes tasteful, authentic, simple, and clean set design, a careful watch on vertical social sizing and quick timing for brand cards and tight :15s/:08s/:06s, clear, readable SUPERS that work well with picture, excellent choices in the editing suite during post, and an inside understanding of the video narratives, the comedic timing, and our brand and campaign messaging. Jeff was a great partner for both his creative agency and us as the client--before, during, and after the shoot. Excellent creative and nice working with you Jeff!"

### Carolyn Bergen Creative Director / Writer at DDB

"The thing about Jeff is...he can't stop caring. He doesn't let it go. "Good enough" is never enough. That's what makes him such a strong and intuitive art director. Passion. Jeff puts his heart and soul into every aspect of his work. He is passionate about everything he touches- from banners to broadcast to presentation deck after deck after deck-Jeff doesn't miss a beat. And he's super proficient on all the design platforms; he knows every shortcut and backroad to getting things done better, faster and more efficiently. Plus he's funny as hell. If you are looking for old school values as well as new skill and expertise, Jeff is your guy. But move quickly...cuz I'm not the only one who thinks so...."

### Anna Jacobs Creative Director / Writer at Leo Burnett

"Jeff Brown doesn't just have a first and last name that you compulsively want to say all together—he has a first and last name that you're always glad to see on your team's roster, and as your AD partner. I had the pleasure of working with him on several Marlboro projects at Leo, and was continuously impressed with the ideas he brought to the table, and then brought to life through his work. From the big picture to the smallest details, Jeff Brown takes the time to think through it all with you, and that shows in the final product. He's a true creative mind and partner, and I look forward to working with him again one day."

### Walter Gibson Creative Director at Momentum

"Jeff is a very talented Associate Creative Director. His design skills are awesome and he handles multiple projects effectively and quickly. He also is very organized and can deal with the details of complex projects wonderfully. In fact, he ran and art directed the majority of the Photo and Video shoots for Kraft and Mondelez, both Food and Talent shoots. He can always be counted on to deliver solid creative solutions."

### Joe Gallo SVP Creative Director at FCB

"Strong mind, great hands, good heart. Jeff has all of these and gives all he can. Jeff is a creative and insightful thinker. He brings forward great concepts with sound reasoning and always solution focused. Highly talented, his executions always shine, and he's a team player willing to go the distance. I enjoyed having him in my group and look forward to a future opportunity."