

Bryant Leon

Multidisciplinary Designer
Art Director & Strategist

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Summary

A digital marketing strategist with agency and client-side experience, developing creative solutions to captivate and earn the attention of today's consumers through interactive content design. Highly-skilled in print, web, social media, e-commerce, UX/UI, motion graphics, marketing and branding design with experience from top agencies and Fortune 100 brands across fashion, entertainment, tech, sports, and retail verticals.

Education

// 2009 - 2014

University of The Arts
BFA in Graphic Design
Philadelphia, PA

// 2018 - 2019

Fashion Institute of Technology (FIT)
Sneaker Essentials Certification
New York, NY

Skills

Abstract, Adobe Creative Suite, Asana
Axure, Basecamp, Google Slides, Invision,
Keynote, Microsoft Office, MySQL, PHP,
Sketch, Trello, Shopify, Squarespace,
Wordpress, Zeppelin

Advertising, Apparel, Asset Management
Branding, Consulting, Copyediting,
Copywriting, Coding, Design, Direction
E-Commerce, Footwear, Marketing,
Motion Graphics, Pitching, Photo Editing,
Planning, Project Management, Research,
Social Media, Strategy, Storyboarding,
Typography, User Research, Video Editing

Active Listening, Collaboration,
Communication, Dependability,
Education, Flexibility, Leadership,
Management, Mentorship,
Positivity, Public Speaking
Responsibility, Strategic Thinking

Experience

// 2017 - Present

Principal Consultant, Creative Director, Art Director

.Build Co / PA-NY

Facebook - Created digital and print versions of marketing guidebook for salon and spa campaign ahead of schedule with frequent content and design changes. Directed overall layout, typography, content organization, visuals and photo direction.

M Booth - Produced presentation decks later approved by leaders of GE, Cannes, M Booth, Aperol Spritz, and Scholastic. Provided overall design, art direction, and visual mock-ups used in presentations.

Carbone Smolane - Devised UX & UI strategy, and design for Tapestry sustainability website. Produced brand strategy and visual concepts for print component of report as well as web and design support for development, copywriting, and marketing teams upon design completion.

Elite Media - Created presentation decks for Lamborghini and American Family Insurance. Provided digital illustration for commercial storyboards for 2019 American Family Insurance Television spots.

Sapient Razorfish - Art directed and created web pages and banner ads for Comcast XFINITY website and stakeholders. Researched customer experience of 19M+ Comcast's enterprise-scale responsive web properties, documenting design specifications for engineering partners to successful launches.

Sidemoney - Led brand strategy for apparel e-commerce website launch for experimental streetwear concept inspired by Pusha T's bar: "money is universal that's the only language" which brought 200 followers and over 1,000 page views within 48 hours.

Taste Creators - Pioneered creative direction for Tasty Vibes events for A3C festival, served as a design consultant to managing overall brand strategy and apparel line.

Mad*Pow - Implemented user interfaces and UX strategy for web/mobile applications and portals, developing moodboards and brand style guide for design and development teams. Maintained all visual assets and built out component library for a Broadridge Financial finance software.

Athletes First Partners - Implemented brand marketing partnership plan and creative direction for the NBPA and NBA to reach new global markets in China, Europe, and Africa. Built company presentation decks and templates for sports marketing and sales teams; guide layouts, imagery, data visualization, photo styling, color and typography.

Lapstone and Hammer - Designed and launched two new exclusive sneaker collections in collaboration with Saucony and Asics.

// 2017 - Present

Creative Director, Brand Strategist

Grassroutes Podcast / New York, NY

Direct branding and identity strategy to ensure consistency across all platforms, managing projects and weekly visual rollouts via Asana. Lead design, direction, and copywriting for social media, plus episode promotions, content pieces, social media profile designs, video cover photos and branded content for Instagram stories and IGTV. Manage visual and motion graphic creation for network graphics including lower thirds, new tickers, sidebars, and title cards. **Top Accomplishments:** Founding team-member of award-winning podcast of 148 episodes, Grass Routes Podcast gained attention from AT&T, Spotify, and WeWork while featuring guests like Joe Budden, Jerry Ferrera, Royce da 5'9", Jinx and Dannileigh, attracting up to 1,500 listeners per episode.

// 2017 - 2018

Senior Digital Designer

Productive Machine / Philadelphia, PA

Concepted design and development of brand identities for tech, healthcare, software, data, and cloud industry clients, including UX research, UI design, OOH motion and motion graphic advertisements. Communicated with clients to maintain and design UI/UX and coded wordpress websites including front and back end coding. Collaborated with team to come up with creative and effective ideas for clients, including Appriss Health's NPEDE brand launch to combat the opioid crisis. **Top Accomplishments:** Served as lead designer for Formulus Black rebrand; visual assets and direction still used for brand forecasted to be a multi-billion dollar company.

// 2015-2017

Digital, Web, Social Media Designer

SnipesUSA (Formerly KicksUSA) / Philadelphia, PA

Implemented visual design and asset maintenance for brand guidelines and apparel, including in-store, web, video and social media assets. Devised digital and creative strategies alongside web, marketing, e-commerce, and buying teams to utilize visual design alongside promotions and campaigns. Produced effective copy for emails, e-commerce websites, and online and in-store promotions. Authored as on-air YouTube personality to provide information on footwear and apparel. Managed junior designers, providing guidance and direction. **Top Accomplishments:** Collaborated and designed creative design for Air Jordan landing pages which earned KicksUSA the rights to sell Jordan brand products online and in-store; ensured profitability of company for 3 months/

// 2014-2017

Consultant, Art Director

Hypefresh Magazine / Philadelphia, PA

Directed Hypefresh x Temple University internship logo. Developed and maintained creative for social media campaigns on Twitter and Instagram. Designed new website layouts and landing pages and provided back/front end coding via wordpress. Elevated brand identity through print, apparel, website, and social media design.

// 2015-2015

Digital Designer and Web Developer

Edmund Optics / Barrington, NJ

Produced web advertisements for Edmund's product marketing via web and linked-in. Redesigned navigation menus and webpages for the brands web experience.

// 2012-2015

Visual Designer

iStandard Producers / New York, NY

Directed creative and design for iStandard's Producer Showcase, Business of Music Workshop, Beat Camp, A3C, SXSW and iWrite Events. Produced logos, flyers, brochures, schedules, badges, signages for events. Produced web and social media advertisements for featured talent. **Top Accomplishments:** New visual direction fostered new sponsorships and partnerships with SAE, A3C, and SXSW.

// 2011- 2014

Principal Consultant, Creative Director, Visual Designer

Venti Leone / Philadelphia, PA

Downtown Locker Room (DTLR) Formerly known as Villa - Lead direction of apparel collections, maintain photo libraries for e-commerce site. Produced eflyers for product releases and company events.

Exclusive Public - Crafted branding and identity systems, producing digital and print assets for social media, website, and marketing campaigns. Provided front and back-end coding via wordpress.

Veteran Freshman - Created promotional assets for social media and web, marketing concerts sponsored by Veteran Freshman and brand partners such as Red Bull, The TLA, The Philadelphia Jazz Project, and Hieneken Green Room.

Additional Clients: Pitched new projects and awarded new clients through outbound sales efforts and partnerships success: iStandard Producers, Keller Williams, Exclusive Public, The A3C Festival, Tier 1 Solar Energy, Veteran Freshman, Dizzy Wright, Deeper Conferences, and Dj Damage.

// 2011-2013

Visual Designer

The National Park Service / Philadelphia, Pa

Managed national park websites plus Facebook and Instagram accounts and produced more than 250 Civil War trading cards to be promoted in national parks nationwide, plus redesigned stamp for National Park Service 1812 celebration with 3M visitors.