

HARRISON BROWNELL

Art Director

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OBJECTIVE

I am an Art Director in advertising with a passion for creating clever ads quickly, including expertise in motion design. I excel in social media advertising and have experience in broadcast ads. Proficient in software such as Photoshop, After Effects, and Cinema 4D, I also leverage AI in my workflow to expedite creative processes. I am dedicated to overseeing every aspect of a project, from inception to completion, and I draw inspiration from each step of the process.

PROFESSIONAL SUMMARY

- Accomplished Art Director with a robust portfolio, boasting collaborations with prestigious brands including Dr Pepper, Snapple, Canada Dry, PetSmart, NerdWallet, Nintendo, and California Milk.
- Steered creative initiatives for Dr Pepper's Fansville Season 6, actively contributing to script development, casting, on-set production, and post-production. Orchestrated the creation of compelling social media content to promote Fansville.
- Spearheaded the Tuition Toss campaign, orchestrating an all-encompassing social media strategy, on-site activations, and successful TikTok campaigns that garnered over 1.8 billion video views.
- Proficiently conceived, designed, and polished organic social media posts and advertisements for platforms, including Instagram, Twitter, and TikTok.

EDUCATION

- Bachelor's Degree in Communication with an Emphasis in Advertising, Brigham Young University, 2021.
 - Graduated with distinction, maintaining a stellar GPA of 3.92.
- High School Diploma, Pleasant Grove High School, 2015.

WORK EXPERIENCE

Jr Art Director, Deutsch LA

May 2021 - Present

- Communicated creative ideas to clients, integrating their feedback to craft customized advertising solutions that consistently surpassed expectations.
- Applied my proficiency in social media advertising to extend the reach and boost engagement for various brand's campaigns, consistently delivering clever and impactful content.
- Worked closely with the team on Dr Pepper's Fansville Season 6, participating in script development, casting, on-set production, and post-production. Skillfully oversaw the creation of social media content to promote Fansville, demonstrating the ability to see projects through from concept to completion.

VFX Artist, BYUtv

September 2018 - May 2021

- Expertly contributed to the creation of visual effects for esteemed television shows, including Studio C on BYUtv.
- Proficiently wielded industry-standard software, including Nuke, After Effects, and Cinema 4D.
- Innovatively problem-solved and devised creative solutions to overcome technical challenges, ensuring the seamless integration of visual effects into the final productions.

SKILLS

Adobe Photoshop
Adobe Illustrator

Adobe After Effects
Cinema 4D

Nuke
MidJourney

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