



LYLE C BRIGGS

COVID-19 VACCINATED BOOSTED

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SUMMARY

- Accomplished art director, designer and visual strategist
- Over 27 years of design experience spanning all media platforms
- Trusted and respected liaison to Fortune 500 clients in a variety of categories
- Integral role in growing boutique startup to premiere agency with over 150 clients
- Key player in retaining top clients and winning new business

SPECIALTIES

- Logo design
- Brand identity
- Point-of-purchase
- Advertising
- Writing
- Web design, UI, UX
- Social media platforms (Facebook, WordPress)
- Image manipulation
- Vector illustration

EXPERIENCE

WESTROCK | MPS

> DESIGNER 2014 - JUNE 2020

- Creative design of packaging, displays, and all kinds of other collateral, for current and prospective clients as well as internal marketing and innovation
- Advanced image retouching, color correction and print prep
- Full file prep and pre-press for varied work, involving complex and creative printing treatments

GIOVATTO ADVERTISING

> SENIOR ART DIRECTOR 2006 - 2013

- Key lead creative for Fortune 500 Clients such as Samsung and G.E.
- Developed/designed online campaigns, advertising, packaging that were released globally. Trade show booth designs, in-store displays, and social media integration were also part of the everyday work flow

Samsung - Design and development in multiple subdivisions:

- 3DTV - launch advertising and in-store displays
- Audio Electronics Home Theatre - in-store videos
- Security - packaging, brochures, videos, displays and signage

G.E. - Creative development of various products:

- Phones - launch packaging, advertising, in-store displays, sell sheets and web design
- HDTV - launch packaging, advertising and web design
- Healthcare/Diabetes monitors - launch packaging, advertising, outdoor, web design

Startups - From local to national companies I was an integral part of developing and launching new brand identities.

> ART DIRECTOR 2001 - 2006

- Responsible for creating visual communications for nationally recognized brands.
- Worked directly with clients such as Capezio and T-Mobile, maximizing their brands unique potential.

Capezio - Worked involving image manipulation, retouching, and creative use of human form and fashion in all their various media.

- Catalog design and photography
- Packaging and hang tag design
- Fashion show event design
- Design and fulfillment
- Sell sheets

T-Mobile - Personally won the business through the original design pitch.

Linked multiple independent dealers bringing a visual brand cohesiveness.

- Ad campaigns
- Posters
- Signage
- Tradeshow booths
- Flyers
- In-house

MEDIA

- Adobe Creative Suite - ILL/PS/IND/DW/FLASH
- HTML5/CSS/JS/JQUERY
- Social media - FB/TW/etc
- WordPress site building
- Magento cart
- Microsoft Office
- Digital/traditional illustration
- Mac and Windows OS

SKILLS

- Layout
- Merchandising
- Displays
- Brand building
- Logo & icons
- Packaging
- Illustration
- Photo manipulation
- Presentations
- Web development/maintenance
- Copy writing
- Convention/event planning
- Production
- Image research
- Pre-Press/printing
- Training

INTERESTS

- Art/design
- Indie, horror, sci-fi film
- Really heavy, really soft music
- Anti-hero books/comics
- Exotic travel, any travel
- Jewelry design
- Spicy food
- Cats with character



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EXPERIENCE

GIOVATTO ADVERTISING

- > **DESIGN MANAGER** 1997 - 2001
 - Led a team of 4 other designers.
 - Implemented new work order system, improving daily work flow.
 - Overseeing all daily production of print ads. Average daily production of 80 - 150 ads to layout, resize, and deliver files always meeting our deadlines.
- > **DESIGNER** 1993 - 1997
 - Designed, wrote and edited retail print media materials: such as ads, billboards, posters, direct mail and radio scripts.
 - Client list ranged from automotive, home retail, charities and financial institutions.

EDUCATION

- > **SCHOOL OF VISUAL ARTS , NYC**
B.F.A. in illustration, with comic book focus
- > **RUTGERS NEWARK , NJ**
Course work in graphic design

REFERENCES

> RECENT DIRECT SUPERIOR

Lori MacCumber
Creative Director : WestRock | MPS
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> RECENT OPERATIONS

Ronnie Crisafulli
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> PREVIOUS EMPLOYER

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