

BRYCE NIHILL - CREATIVE DIRECTION AND VISUAL DESIGN

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- » Experienced group leader who has successfully managed cross discipline creative teams.
- » Creative director with solid industry experience, developing unique and engaging creative for leading national brands.
- » Hands-on experience with all facets of design and technology spanning the digital landscape.

EXPERIENCE:

11/2010 - Present: Euro RSCG Life 4D | New York, New York - Creative Director

Oversee a digital creative team assigned to Novartis' CV franchise and Novartis Quo – a healthcare professional portal. Establish strategic direction, creative concepts, and UX recommendations. Serve as creative lead on Life 4D's innovation and proprietary mobile initiatives.

9/2008 - 11/2010: R/GA | New York, New York - Associate Creative Director

Supervised a visual design team charged with executing a variety of initiatives for Verizon Wireless' mobile and online presence. Partnered with various agency disciplines to develop strategic direction, and deliver client facing presentations. Ensured quality executions meeting the highest industry standards for creative excellence.

1/2008 - 9/2008: CDMi Connect | New York, New York - Associate Creative Director

Managed an interactive design team across a number of health care related brands including Genentech's Lucentis and Xolair and Pfizer's Caduet, Professional Oncology Portal and Diversified Product line. Led pitch and response effort to successful new business award from Advanced Bionics.

8/ 2007 - 12/2007: R/GA | New York, New York - Art Director

Managed a visual design team responsible for Verizon's retail experiences including an interactive kiosk system and digital signage executions. Developed user interface system for Verizon Wireless' mobile devices. Managed online design efforts for Legg Mason's asset management firms.

10/2006 - 8/2007: Y&R | New York, New York - Interactive Design Director

Directed digital design and integrated campaigns for a number of high profile clients, including Accenture, Abbot Laboratories, The United Negro College Fund, The United Nations, and Bacardi.

5/2006 - 9/2006: Alexander Interactive | New York, New York - Senior Art Director

Designed, directed and produced online initiatives for a variety of projects that span the e-commerce, consumer goods, publishing and event marketing sectors. Clients included Barielle Cosmetics, Pepperidge Farm, and Bestform Intimates.

1/2003 - 4/2006: Agent 16 | New York, New York - Senior Art Director / Interactive Group Leader

Managed and coordinated online and direct mail efforts in support of R.J. Reynolds' Camel, Salem and Winston brands. And designed, developed and produced interactive advertising units for Toshiba, Adelphi University and The New York Dept. of Education. Responsible for supervising brand teams, strategic planning, client presentations and hands-on design executions.

1/2001 - 1/2003: JET 1A | Brooklyn, New York - Designer / Owner Operator

11/2000 - 1/2001: Itopia Media | New York, New York - Senior Designer

10/1998 - 11/2000: M/B Interactive | New York, New York - Senior Designer

12/1996 - 10/1998: FreeRide Media, LLC | New York, New York - Designer

5/1995 - 12/1996: Mezzina Brown | New York, New York - Jr. Art Director

EDUCATION:

5/1994 Bachelor of Fine Arts - Pratt Institute Brooklyn, New York

References available upon request.

