

# bryan WILKERSON art DIRECTOR

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## PROFILE

I am a skilled artist and versatile designer with broad professional experience in commercial design and brand identity. I have worked for design firms, designing everything from intricate websites and print media to product prototypes for manufacturing. In addition, I have and continue to teach art and design at the college level. I believe the foundation of good design rests in the ability to pinpoint the communication objective of each project and provide a result devoid of personal expression. To find the best solution to creative challenges, enthusiasm and versatility are essential.

## RELEVANT EXPERIENCE

### Freelance Designer - / 2000 - present /

- Developed design solutions that included web, print, brand development and concept art.
- Some of the great clients I had the opportunity to work with include: Knoxville Museum of Art, Art Alliance of Knoxville, Digital Media Graphix, Scripps Network (HGTV, DIY Network, Fine Living), Capps Crabtree Ironworks, Arrowhead Real Estate, Genesis Properties, Erosion Solutions, Jewelry Television, Smoky Mountain Harley Davidson, Buffalo Wild Wings, Dark Horse Design, PetWell Atlanta, The Outlaw Sushi Restaurant, Anne Hartley Jewelry Design, Appalachian Quilt Trail, Knoxville Voice, Marc Dombrosky Seattle and Art Alliance of Knoxville

### Associate Professor - / 1999 - present / Roane State Community College

- Managed on campus gallery space - responsible for curating and organizing solo and group shows every six weeks
- Developed strategic plans for program including all promotional collateral
- Recruited and appointed faculty
- Instructed a broad range of art and design courses
- Managed budget and equipment orders for labs

### Designer - / 2006 - 2007 / Digital Media Graphix

- Assisted the art director to design and code web pages, create online banner ads, and develop content for Harley Davidson, HGTV, DIY Network, Fine Living, Scripps Network, Vegas Television Network and Tennis Channel
- Developed concepts for clients. Supervised and managed client data, business performance, and project management flow to insure timely delivery of design and online materials. Oversaw the look, feel, and direction of print, promotion, and web projects. Created visual positioning and brand identity.

### Founder & Creative Director - / 2001 - 2006 / Glitterville LLC

- Created line of fine linens with Peking Handicrafts
- Oversaw all aspects of product development from concept to completion
- Designed exclusive products for Neiman Marcus, Marshall Fields, and Macys
- Developed and managed marketing strategy
- Featured in national magazines including Country Living Magazine, Mary Engelbreits Home Companion, Southern Living, Better Homes & Gardens and Women's Daily

## RELEVANT SKILLS

- Graphic Design
- Branding
- Advertising
- Marketing
- Promotion
- Web Development

## PUBLICATIONS

- Mary Engelbreit's Home Companion
- Country Living
- Southern Living
- Better Homes & Gardens
- Women's Day
- CINEMA 4D: The Artist's Project Sourcebook
- Studio Potter

## SOFTWARE

- Adobe CS4
  - Photoshop
  - Illustrator
  - Indesign
  - ImageReady
  - AfterEffects
- Dreamweaver/Flash
- Cinema 4D
- Microsoft Office Suite
- Macintosh/Windows

## FINE ART SKILLS

- Photography - Digital SLR
- Illustration [traditional/digital]
- Model Making
- Sculpture
- Mold Making
- Ceramics

bryan WILKERSON

**Board of Directors** - / 2000 - 2002 /  
*Oak Ridge Art Center, Oak Ridge, TN*

**Ceramics Instructor** - / 2000 - 2001 /  
*Pellissippi Community College, Knoxville, TN*

**Director of Art Education Program** - / 1999 - 2000 /  
*Knoxville Museum of Art, Knoxville, TN*

- Managed budget
- Developed class curriculum

## EDUCATION

**The Ohio State University** - *Master of Fine Arts* - / 1999 /

**The University of Tennessee** - *Bachelor of Fine Arts* - / 1996 /

## SKILLS

### Advertising

Ad campaign concept and creation, branding, creative direction, direct marketing, design, exhibit design, incentive marketing, interactive, merchandising, multimedia, outdoor advertising, print marketing, eMarketing, strategic planning, trade show design and web development

### Graphic Design

Icon and identity development, illustration, print, packaging and web graphics

### Branding

Annual reports, corporate identity, environment design, packaging, visual positioning, print and web design

### Marketing

Business marketing, strategic planning, and campaign development. Direct mail, event promotion, incentive marketing, merchandising, print design, sales incentives and sales programs

### Web Development

Development and design, advertising, animation, eBranding, eMarketing, eMedia, Flash design, graphics, marketing and user-interface design

## AWARDS & PUBLICATIONS

- Maryville, TN Arts Coalition Award - / 2009 /
- Juror, National Scholastic Art Competition - / 2006 - 2007 /
- Department 56 Artist Award, Minneapolis, MN - / 2004 /
- Southern Living - / 2008 /
- Better Homes & Gardens - / 2008 /
- Women's Day - / 2008 /
- AIGA Knoxville, Illustration Award - / 2007 /
- Country Living - / 2007 /
- Mary Engelbreit's Home Companion - / 2006 /
- CINEMA 4D: The Artist's Project Sourcebook - / 2004 /