Phil Brooks

386 Kenmore Ave
Sunnyvale, CA 94086
408.733.6948
philbrooksdesign@gmail.com

WEB PORTFOLIO
philbrooksdesign.com

PROFILE

A wealth of agency experience creating memorable designs with an outside the box look while staying on brand. Not only bringing a wow factor to every project but also successfully meeting the creative objective. ▪ Dedicated to mentoring, encouraging, and directing fellow team members to produce quality creative on schedule.

SPECIALTIES

- Creative Concepting
- Integrated Campaigns
- Print Advertising
- Typography
- Brand Identity
- Illustration
- Photo Art Direction
- Packaging
- Direct Marketing
- Banner Ads
- Image Editing
- Motion Graphics

POSITIONS

SENIOR ART DIRECTOR, CREATIVE I
San Francisco, CA, present

SENIOR ART DIRECTOR, ING DESIGN
Palo Alto, CA

EXPERIENCE

- Concepted, designed, and produced integrated campaigns for HP Print Samples.
- Photo art directed numerous product and lifestyle shoots for HP Global Image Library: casted models, scouted locations, designed and styled props coordinating with photographers, stylists, and clients.
- Art directed multiple successful print and online ad campaigns for HP, WhiteHat Security, VMware User Group, and Specialized Bicycle.
- Managed printing of collateral, annual reports, and direct marketing from production to press for clients such as HP, Greater Bay Bank Corp, LoopNet, and Phoenix Technologies.
- Generated an effective internal integrated launch campaign for HP Business Notebooks.
- Created corporate and brand IDs for high tech, consumer, hospitality, and creative industries, and many nonprofit organizations.
- Designed and produced special event collateral and signage for concerts, tradeshows, theater, and hospitality industry.
- Collaborated in story boarding, directing, producing, and editing video sizzle pieces, promotional videos, and case studies.
- Illustrated using traditional and digital mediums to produce images used in both print and online advertising.
- Concepted and designed many innovative interactive direct mail and marketing campaigns for HP, LoopNet, BigFix, and Commerce One.
- Designed packaging for consumer, software, and electronics companies.
- Collaborated with account team, creatives, and copywriters to develop on-strategy concepts and presented proposals internally and to clients.

SKILLS

Adobe Creative Suite 6, Final Cut 9 Studio, Microsoft Office Mac (Word & PowerPoint)

CLIENTS

- HP
- Specialized Bicycle
- Seagate
- LoopNet
- CoStar
- First 5 of Santa Clara
- Varian
- Boys and Girls Club of the Pennisula
- Greater Bay Bank
- Phoenix Technologies
- Peoplefluent
- Dell SonicWall
- Compaq
- WhiteHat Security
- Altera
- DemandTec
- VMUG/VMware

INTERESTS

- Triathlons, Biking, Hiking, Sports, Photography, Film, Illustration, Public Speaking