PHIL BROOKS ART DIRECTOR

CONTACT INFORMATION >>

PHIL BROOKS
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PERCENTAGE OF THE UNITED STATES POPULATION THAT ARE ART DIRECTORS, **PHIL BROOKS** IS ONE OF THE SELECT FEW WHO CAN DIRECT CREATIVE.

0.02%
ART DIRECTORS BY THE NUMBERS

CREATIVE PROFILE

CREATIVE INNOVATOR
Phil is constantly brainstorming new ideas and creative solutions to any design challenge and then turning the "what if" into reality as he takes projects from concept to comp to completion.
CONCEPT GENERATION • VISUAL DESIGN • PRODUCTION

CREATIVE LEAD
Dedicated to mentoring, encouraging, and directing fellow team members to produce quality creative. Phil's sensibilities keep the team on brand. Collaboration is Phil's middle name, letting all the players play their part.
DIRECTION • MENTORING • TEAM BUILDING

CREATIVE MANAGER
Extensive experience working with outside resources: printers, photographers, illustrators and developers. If the client ain't happy, ain't nobody happy. A "no surprises" approach to estimates and schedules. Always doing what it takes to meet deadlines.
RESOURCES • SCHEDULING • ESTIMATING

AGENCY EXPERIENCE

PHIL BROOKS
SENIOR ART DIRECTOR, CREATIVE I
SAN FRANCISCO, CA, 2004-PRESENT

CREATIVE

BRAND IDENTITY

COMMUNICATING IN SYMBOL & TYPOGRAPHY THE ESSENCE AND PERSONALITY OF THE BRAND

TO VIEW MORE IDS CLICK HERE >>

8% OF SANTA CLARA COUNTY IS 0 TO 5 YEARS OLD

CREATED a brand ID that feels approachable to both kids and parents, communicating that the first five years are the most important developmental years in a child's life. The friendly, youthful handprint against the texture of a child's crayon rubbing combines with the firm foundation of an established san serif type to give the brand a playful, but safe look and feel.

FIRST 5
SANTA CLARA COUNTY

WINTER OLYMPICS OVER 1.1 MILLION IN ATTENDENCE

DESIGNED the "Starfake" ID, honoring the strict Olympic guidelines for usage while maintaining the spirit of the event. Used to unite several volunteer service & hospitality groups at the Winter Olympics.

MORE THAN GOLD

TAKING ON ORGANIC DESIGN
Small family-owned organic farm wanted a brand ID to set them apart from large institutional farms. A warm, rustic, homespun design gives them the traditional historic look of a family farm that has been serving up fresh goodness for a long time.

The FARM HOUSE
A FAMILY RUN FARM

UI DESIGN

NORTH AMERICA DOMINATION

DEVELOPED the theme GAME ON, an online competition for the North American VMware User Group (VMUG) where members vie for recruiting domination, racking up points for every new recruit to VMUG Advantage. Created an easy-to-use responsive design landing page where members register.

INTEGRATED CAMPAIGNS

DEVELOPED four complete integrated campaigns to showcase the capabilities of HP printers. Created unique brand IDs for each campaign and played out their message consistently through outdoor advertising, collateral, event programs, catalogs, brochures, in-store displays and vehicle wraps.
TO VIEW INTEGRATED CAMPAIGNS CLICK HERE >>

CASTLEPAINT | GET AIR SKI WEAR | 5th avenue wedding·expo | ECO-SCREEN

10 YEARS

PHOTO ART DIRECTION:
Directed numerous product and lifestyle shoots for HP Global Image Library. Casted models, scouted locations, designed and styled props, coordinated with photographers, stylists and clients.

OPEN SAYS ME

DIRECT MARKETING:
Developed numerous high-response direct marketing projects. Interesting form factors, must-open visuals and arresting headlines all play a part in crafting a successful direct mail, whether traditional or digital.

MAKE IT MOVE

VIDEO & MOTION GRAPHICS:
Collaborated in storyboarding, directing, producing and editing promotional videos.

OUTSIDE THE BOX

PACKAGING:
Designed packaging for consumer, software and electronics companies.

DIGITAL TOOLS

Ps Ai Id — ADOBE CS6 | WP — MICROSOFT OFFICE 2010 | ADOBE PREMIERE CS6 | ADOBE AFTER EFFECTS CS6

SOFTWARE EXPERTISE
Strong skills in Adobe CS6 (Photoshop, Illustrator and InDesign), Microsoft Office (Word and PowerPoint) and Final Cut Studio. Also well-versed in Adobe Acrobat and Microsoft Outlook and possesses a working knowledge of Excel and familiarity with HTML and CSS.

CLIENTS SERVED

hp · vmware · SPECIALIZED · DELL SonicWALL · peoplefluent · FIRST 5 SANTA CLARA COUNTY · WhiteHat SECURITY · LoopNet · BOYS & GIRLS CLUBS OF THE PENINSULA · KOINONIA CONFERENCE GROUNDS · Camp Periwinkle · sitecore Own the experience

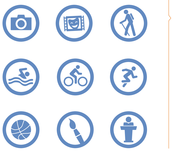
ABOUT PHIL BROOKS

7 THINGS TO KNOW ABOUT PHIL BROOKS

1. I LIKE **CLEVER** BETTER THAN EXPECTED
2. I LIKE PLAYING **SPORTS** MORE THAN WATCHING SPORTS
3. I LIKE **PEANUT BUTTER** ON ALMOST EVERYTHING
4. I LIKE WATCHING **TED TALKS** RATHER THAN SITCOMS*
5. I LIKE **RUNNING** RATHER THAN WALKING
6. I LIKE TO **GROW IDEAS** NOT SQUELCH IDEAS
7. I LIKE TO **INNOVATE** RATHER THAN STAGNATE

*I LIKE HUMOR, COMEDY AND LOOKING AT THE LIGHTER SIDE.

INTERESTS: Competing in short-course triathlons, biking on and off road, hiking in the redwoods, playing sports (basketball, football), photography, video, film, illustration, teaching and public speaking.



ABOUT THE ART DIRECTOR: Phil lives in Sunnyvale, California. Phil has a degree in Technical Graphics and Design from Glendale College and has studied graphics and web design at UCLA and Stanford's extension programs.

AREAS OF STUDY AND GROWTH: Learning more about HTML5, CSS and social media marketing

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