



BRYAN CALLISON

<http://bcal.me> | bryan@bcal.me | 703.927.4291

PROFILE

Focused background in the digital space with proven experience in traditional executions. Record of designing for small and large brands. Maintaining an appreciation for strategy driven solutions with a focus on collaboration to bring both designs and experiences to life.

EXPERIENCE

- Sep. 2019
- current

ART DIRECTOR
1798 CONSULTANTS San Diego, CA
Art director, responsible for designing deliverables within the pharmaceutical space. Projects ranging from standard print designs, including in-office materials to event space needs, as well as fully interactive websites and interactive advertising.
Clients – Under NDA
- Oct. 2018
- current

ART DIRECTOR / DESIGNER
FREELANCE Southern California
Accommodating multiple clients with various projects including but not limited to print materials, event space designs, website and app design, social media post and channel materials, and beyond. Coordinating in both strategic decisions and design executions.
Clients – Sibly Co., The Byrd Theatre, Amber Practice
- Oct. 2014
- Oct. 2018

CREATURE OF THE ART THINGS (ART DIRECTOR)
STORYWERKS LLC Richmond, VA / Los Angeles, CA
Lead art director directly under the creative director, responsible for researching and designing original creative concepts for all client projects in the appropriate traditional or interactive mediums to reach the desired audience from initial idea through final deliverables.
Clients – Virginia Lottery, DC Lottery, Avail Vapor, Cleco, JenCare / ChenMed
- May 2012
- Sept. 2014

INTERACTIVE ART DIRECTOR / DESIGNER
BIG RIVER ADVERTISING Richmond, VA
UX and Interactive Design supporting all agency clients pushing their digital branding efforts pushing outside industry standards gaining national attention. Setting design standards for campaigns and leading teams from initial concept through design and build and into functional execution.
Clients – Virginia Lottery, Sotherly Hotels, Kaléo Pharmaceuticals, Wicked Taco, Anthem Healthcare, Donate Life, Newline Hardscapes, Moon Pie, Classified Moto
- May 2011
- April 2012

DIGITAL ART DIRECTOR INTERN / FREELANCE
BIG RIVER ADVERTISING Richmond, VA
Web and Interactive Design for clients while being an intern between years at VCU Brandcenter. Projects included award winning Classified Moto web design. Retained on freelance basis during second year at VCU Brandcenter which resulted in a full time hire before graduation.
- 2003
- 2010

PRINT / INTERACTIVE DESIGNER
FREELANCE Arlington, VA / Richmond, VA
Assisting multiple clients with their interactive design and print design needs over many years while growing and learning the tools of the trade utilizing a background in art and design.

EDUCATION

- 2012

MASTER OF SCIENCE, MASS COMMUNICATION
VCU BRANDCENTER
Concentration in Experience Design
- 2009

BACHELOR OF SCIENCE, MASS COMMUNICATION
VIRGINIA COMMONWEALTH UNIVERSITY
Concentration in Creative Advertising

AWARDS

- GOLD INTERACTIVE**
RICHMOND AD SHOW
Classified Moto
- BEST USE OF PHOTOGRAPHY**
WEBB HONOREE
Classified Moto

SKILLS

Photoshop	Art Direction	Mobile / Web Design
Illustrator	Interaction Design	App Design
InDesign	UX	Social Design
Adobe XD	Logo Design	Typography
Omnigraffle Pro	Print Design	Digital Photography
After Effects	Event Space	HTML / CSS / JS Knowledge