

BRANDON GUTHRIE

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Student Education

Edinboro University

Graphic and Interactive Design

Student Leadership & Collaboration

Federal Reserve Bank of Cleveland,

In-House graphic design team

2014 - 2015

Graphic Design Intern and Contract Employee

Worked in all avenues of internal communications and external campaigns. Presented concepts and designs within a corporate environment which led to being promoted from an intern to a part-time contract employee. Experienced working with large teams compiled of partners from different disciplines, while excelling under the pressure of strict deadlines.

Edinboro University Chimera Art Journal

Promotional design team

Designer

2014

Book design team

Art Director & Lead Designer

2015

As a student I was given the chance to be part of Chimera, a student-led organization dedicated to producing a yearly journal of the highest quality art, literature, and film created at Edinboro University. Two teams of designers are hand picked by the program's faculty to promote the journal, and create that year's iteration.

AIGA Pittsburgh, Edinboro Branch

President/Vice President

2015 - Spring 2016

Was head of the student-run Edinboro Branch of Pittsburgh's AIGA, helping organize and market awards shows, design speakers, and fund raisers.

Professional Experience

Durasein

Brand Manager & Internal Creative Lead

January 2019 - Present

In close relationship with Durasein's CGO, working to build a challenger brand from brand strategy up. Impacting everything from branding to product/process, while being the creative lead for the marketing efforts in a Chinese owned company of 300+ employees. Managing freelance creatives, an international agency, an internal marketing team, website programming, and print production. Duties included a wide range of executions, creative work, reporting, and leadership on a national and global scale.

EraserFarm

Freelance Art Director & Designer

October 2018 - Present

Consistently commissioned as a freelance creative for Eraserfarm, an advertising agency in Tampa Florida. Notable clients, Bonefish Grill and Valley Bank.

Happy Camper Creative

Co-founder & Creative Director

June 2018 - Present

Founded a small branding agency of two, working to help small clients execute a strategic brand vision. Worked from pitch to approval on everything from account management, scoping work, designing, and managing freelance creative team members.

The Republik

Art Director

May 2016 - June 2018

Art directed and designed at an international award winning, integrated branding, and marketing agency. Brought multiple brands to life by creating strategic-driven work in every medium. Specialized in identities, web design, campaigns, and trade shows. Gained valuable experience with copywriting, production, and client presentations within a small team environment. Notably learned how to position and market small underdog brands in their specific marketplace.

Awards & Exhibitions

American Advertising Award (Multiple Golds)

FACVB, Hanstone Quartz, OLE
2018 (Awarded after leaving The Republik)

Communication Arts WebPicks

Hanstone Quartz - Web Design
2018

The One Show

Bedlam Vodka-Packaging and Identity
2017

Communication Arts Typography

Bedlam Vodka -Packaging Design
2017

American Advertising Award (Multiple Golds)

Bedlam Vodka - Packaging/Identity/Website/Collateral

American Advertising Award (Multiple Golds)

Heroes Homecoming IV - Campaign & Video series
2017

AIGA's Member Gallery

Chimera XIII Art Journal
2016

AIGA's PGH 365

AIA Handbook - Design Excellence Award
2016

American Advertising Award (Gold)

LEADS - Branding and Identity
2016

American Advertising Award (Gold)

AIA Handbook - Publication
2016

American Advertising Award (Silver)

Batcave Mobile App
2016

AIGA's PGH 365

Featured - Poster Series
2015

Software & Skills

Adobe Programs

Strategic Marketing

Mailchimp

Project Management & Planning

Monday.com
Basecamp

Web Mockup

InvisionApp
Marvel