

## BRIAN ELLIS MARTIN

New York City

[brianellismartin.com](http://brianellismartin.com)

347.581.3755

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### experience

#### Founder and Creative Lead

**Brand Bravery** – New York City, 2015–present

- Creative strategy leadership and hands-on creative/ UX /design
- Independent consulting firm for direct clients, long- and short-term contract positions
- Clients include American Greetings, McKinsey, PCA Skin, Health Academy, Avér Skincare, Superbetter, Alfagia, Linder Labs, Safetee Clean, Trilipiderm, and Workparent
- Also operated the consultancy between 2010 and 2014

#### Head of Creative

**Message Lab** – New York City, 2021-2022t

- Contracted as Head of Creative for a brand journalism marketing agency, building and managing a design team, scaling processes, and expanding the agency's capabilities for its recent sale to BerlinRosen
- Focused on creating immersive multimedia storytelling experiences, UX solutions, and brand development while directing the day-to-day delivery of design and illustrations
- 6 Gold Awards and 19 Finalists at the 2023 Content Marketing Awards
- Clients included Google, Figma, Softbank Vision Fund, Microsoft, XQ Superschools, and ServiceNow

#### Head of Product Design and UX

**MSNBC** – New York City, 2014–2015

- Led Creative and UX studio team to cultivate, ideate, design and build original, engaging cross-platform digital products and experiences
- Envisioned and prototyped suite of native apps (Apple TV, Android, iOS, FireTV) incorporating social newsfeed and "TV everywhere" video viewing

#### VP Executive Creative Director

**CNN** – Atlanta, 2008–2010

- Creative and UX vision holder for all CNN-related digital products including redesigns of CNN.com, iReport.com, mobile, apps, international, live video, multimedia interactives and VOD
- Peabody Award, Gold award, Website of the Year, Society of Publications Designers, multiple Webbys
- Managed the Design and UX 25+ member internal teams and multiple external agency relationships

#### Executive Creative Director

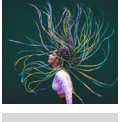
**PCA Skin** – New York / Scottsdale, 2004–2008

- Complete brand strategy makeover of clinical skin care company, from positioning through execution of all marketing communications and packaging
- Created a global-class brand, resulting in a recent \$300M+ sale of the company to Colgate

#### Founder and Creative Lead

**The4 Creative Network** – New York City, 1999–2004

- A visual communications design studio for brand development, digital UX and marketing
- Clients included: Spiegel, AOL, Nike, The New York Times, The Shooting Gallery, Bloomingdale's, Mervyn's, Maybelline, Ancestry, PCA Skin, AGA Marketing, NPR, Workknowledge, and an 8-month on-site contract with Sapient in SF, as creative director for the Nordstrom and Hallmark clients



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### experience

#### VP Executive Creative Director

**Omnicom: THINK New Ideas** – New York City, 1997-1999

- Ranked global top ten by Adweek during both years of my leadership
- Managed a staff consisting of 25+ full-time (and external teams of up to 25) art directors, designers, front end developers and copywriters
- Clients pitched, won and maintained Agency of Record relationships with included: Time Inc., IBM, Gillette, Procter & Gamble, Oracle, Silicon Graphics, Rockport, Avon, NFL Players Inc., Chase, Millstone Coffee

### education

#### Bachelor of Fine Arts

**University of Washington**, Seattle Washington

### selected accolades

**Peabody Award** for Excellence in Journalism, CNN

**Gold Award, Website of the Year**, Society of Publication Designers

**Content Marketing Awards 2023**, 6 Gold Awards, 19 Finalists

**Edward R. Murrow Award** (2x), Best Website

**12 Webby Awards**

**American Advertising Federation** (AAF), Featured speaker

**Institute of Design at Stanford ("The D School")**, Featured panelist "Re-designing Journalism"