

AMOREENA O'BRYON

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OVERVIEW

Amoreena O'Bryon is a Creative Director with 16 years of experience leading teams and designing award-winning websites for clients such as Snapple, the American Museum of Natural History, American Express, Jamba Juice, RC Cola, the "Got Milk?" campaign, Golden Gate National Parks, The National Film Preservation Foundation, and Vail Ski Resorts.

WORK EXPERIENCE

33Delivered – Creative Director, Kingston, NY // Aug 2010 to present

Act as an integral part of the management team and oversee all aspects of creative for clients

Designed all special exhibition websites for the American Museum of Natural History from August, 2010 to August, 2011:

- *Brain: The Inside Story*
- *The World's Largest Dinosaurs*
- *Charles Darwin's Scientific Manuscripts*
- *Dinosaurs of the American Museum of Natural History* (currently in production)

Redesigned the Tonner Doll Company's two e-commerce websites:

- *Tonnerdoll.com*
- *Wilde Imagination* (launching in March, 2012)

Designed a Latin American women's health issues website for Merck Pharmaceuticals:

- *Estar Bien Mujer* (launching in March, 2012)

Rebranded 33Delivered:

- New logo and all brand identity materials
- New website (currently in production)
- Interior design of new offices

Amoreena O'Bryon Graphic Design – Principal, Woodstock, NY // Jan 2001 to present

Project manage and design websites from start to finish for nationwide clients, using a process developed over 16 years of working in the field (see www.amoreena.com for work samples):

- Scoping projects, developing cost estimates and timelines
- Creating site architectures and creative briefs
- Executing all design from start to finish
- Driving all client presentations
- Managing back-end development teams
- Overseeing final website QA

Famous for bringing projects in on budget and on schedule (see [testimonials](#) in portfolio)

Develop brand identity for companies nationwide

Design packaging for retail brands available in stores like Costco, Whole Foods

Concept and design advertising campaigns for both print and online media

Design and oversee development of HTML email campaigns

SF Interactive, San Francisco, CA // Apr 98 to Jan 01

Associate Creative Director Oct 99 to Jan 01, **Senior Art Director** Apr 99 to Oct 99, **AD** Apr 98 to Apr 99

Acted as creative lead on all websites developed by San Francisco's largest independent interactive agency

Led creative development of all Snapple Beverage Group's websites (Snapple, Mystic, RC Cola)

Designed award-winning websites for Jamba Juice, RockShox and Vail Ski Resorts, among many others

Developed ad banner campaigns for high profile clients like Pacific Bell, HP, Netscape, Meridian Vineyards

Won 3 SF Show awards for Best Website, 2 Summit Creative awards, Gold @d:Tech award

Managed and mentored six Art Director-Copywriter teams

Presented work to clients on a daily basis

Facilitated communication between creative and production teams

Acted as member of the core team that standardized the agency's much admired project development process

AMOREENA O'BRYON:WORK EXPERIENCE *Cont'd*

Worldview Systems - Graphic Designer, San Francisco, CA // Jun 97 to Apr 98

Acted as lead Designer for this online provider of travel content

Created logos and banner campaigns for Worldview's 35 client labels, including Travelocity.com

Organized in-house classes to keep our design team on top of industry trends

J. Walter Thompson - Interactive Media Planner, San Francisco, CA // Feb 97 to Jun 97

Developed online media plans for such clients as E*TRADE, Goodyear and Sprint

Communicated daily with publication reps to negotiate best placement and rates

HotWired - Advertising Traffic Coordinator, San Francisco, CA // Feb 96 to Feb 97

Managed placement of all advertising on this online counterpart to *Wired* Magazine

J. Walter Thompson - Media Planner, San Francisco, CA // Dec 94 to Feb 96

Planned, negotiated, and bought print media for client Sun Microsystems, managing an \$11 million budget

EDUCATION

San Francisco State's Multimedia Studies Program, San Francisco, CA, 1997

Graphic Design for Multimedia Program

Academy of Art College's Interactive Digital Media Program, San Francisco, CA, 1996

Web Design, Computer Graphics, Color and Design, Figure Drawing, Sculpture, Photography

Middlebury College, Middlebury,VT, Class of 1993

BA in Political Science, minor in Chinese (Mandarin) Language and Cultural Studies

Dean's List, College Scholar, graduated Cum Laude

Attended Middlebury's famous Summer Language Program for Mandarin, Summer of 1992

Spent Junior Spring in Taiwan at the *Taipei Language Institute*

Attended *Monterey Institute of International Studies* for Mandarin translation in 1994

COMPUTER & LANGUAGE SKILLS

Very experienced on both Mac and PC platforms

Expert user of Photoshop, Illustrator, Microsoft Word, Excel, Pages

Very experienced with InDesign, QuarkXPress, Dreamweaver, Adobe Acrobat, Powerpoint, Keynote

Fluent Italian (born/raised in Italy), conversational Mandarin Chinese, some French and Spanish

REFERENCES AVAILABLE UPON REQUEST