



BRYAN WINTER

Creative Director | Multidisciplinary Designer | Business Leader



Bryan Winter

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Education.

B.A. Graphic Design & Media Arts,
Concentration in Web Design

Southern New Hampshire University

Summa Cum Laude

Experience.

Sr. Manager, Creative Rockbot, Oakland, CA

2022 - Present

- Ensure the execution of the brand vision for Rockbot across various touch points.
- Think conceptually and inspire others while taking visual communications to a new level.
- Craft processes, enable execution, drive quality, and build efficiency in the work produced hands-on and by a creative team consisting of multi-talented designers and content managers.

Creative Director Millermedia7, Rochester, NY

2021 - 2022

- Define, maintain, and communicate the creative vision for projects to ensure a best-in-class customer experience.
- Ideate and develop designs, concepts, UX/UI for web and apps, marketing and creative campaigns that translate objectives into clear and motivating creative strategies.
- Work directly with clients, develop proposals, and the approach to land new clients and additional client work.

Co-Founder 911VR, Hollywood, FL

2021 - Present

- Founding member of tech-startup, developing a life-saving, versatile app for first responders.
- Lead all operational, creative, and technology needs, including, budget, mapping, design, and implementation.
- Developed a ground-up brand identity, and all related collateral and business systems.

Sr. Creative Director Northeast Color, Dover, NH

2016 - 2021

- Operational decision-making responsibilities as part of the executive leadership team.
- Developed products and services designed to drive revenue while enhancing the visual communication of the organization and its clients.
- Built and oversaw two highly-proficient teams, serving creative production in both print and digital, and the product development needs of the company and its clients.

Manager of Creative Services, Cybex Brand

2010 - 2016

Life Fitness, Franklin Park, IL

- Oversaw the creative team and project management supporting the Cybex brand.
- Performed as a key contributor in branded product customization programs and sales enablement tools.
- Lead UX/UI initiatives, marketing, and trade show creative execution.

Growing brands with strategic vision and inspiring creativity while delivering high-impact solutions.

Accomplished, high-performing business leader and creative director with significant experience in overseeing project work, from concept through execution in fast-paced, high-volume, deadline-driven environments. Skilled in owning design and presentation of work, overseeing and mentoring teams to drive experience, evolution, and high-quality output. Excellent communication, organization, and presentation capabilities.

Expertise.

- Creative & Art Direction
- Multi-disciplined Design
- Traditional & Modern Marketing
- Product Development
- Business Development
- Management
- Technology
- Sales Enablement Tools