



# BRANDON PICKETT

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BRANDON PICKETT  
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## REFERENCES:

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## EDUCATION

### Metropolitan State University of Denver

Denver, CO: 2003-2008

BFA – Concentration in Communication Design

Awarded Honorable Mention during the Spring 2008, BFA Thesis Exhibition.

## WORK EXPERIENCE

### Lead User Interface Designer

MODERN — DENVER, CO

03/2020 - Present

- Collaborate with Product and Marketing teams on new and existing digital products, web design, and marketing initiatives.
- UX discovery & research, user persona creation and journey mapping, wireframing, prototyping, and Hi-Fidelity UI design.
- Build and manage design system for current and future digital products.
- Provide art direction and final art for marketing team campaigns.

### UX / UI Product Designer

VANGST — DENVER, CO

11/2018 - 03/2020

- Collaborate across teams to develop digital products and solutions internally and externally
- Assist with UX research, synthesis, and implementation
- Create refined UI designs ready for product teams and development.
- Provide art direction working with the marketing team on external and internal campaigns

### Sr. UI Product Designer

ICON FITNESS (TEAM IFIT) — LOGAN, UT

Logan, UT: 08/2016 - 10/2018

- UI product design for several NordicTrack digital products (iOS & Android)
- Art Direction on print and digital advertising for iFit, Altra, and NordicTrack brands
- Digital advertising campaigns for desktop, mobile, and social media platforms
- Animated elements to enhance UI product experiences

### Sr. Art Director

GTB (FORMERLY JWT / TEAM DETROIT / RETAIL FIRST) — DENVER, CO

06/2015 – 08/2016

- Southwest FDAF creative lead responsible for all seasonal and continuity campaigns
- Art direction of broadcast, print, digital and OOH assets for clients totaling over \$3 million in media spend
- Lead a small team of Jr. art directors, copywriters, design interns to meet aggressive deadlines
- Concept, pitch, and execute production on several regional campaigns throughout the calendar year
- Client: Ford motor company



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## WORK EXPERIENCE | cont.

### Art Director

GTB (FORMERLY JWT / TEAM DETROIT / RETAIL FIRST) — DENVER, CO  
04/2013 – 06/2015

- Concept and develop TV, Radio, Print, & Digital automotive campaigns for Arizona, Southern Nevada, Texas, and Oklahoma.
- Served as creative lead for the Desert Southwest region
- Responsible for pitching and art directing and production of all new automotive campaigns and related media for the regional group.

### Graphic Designer

HARRIS GEOSPATIAL SOLUTIONS (FORMERLY EXELIS VISUAL INFORMATION SOLUTIONS)  
10/2008 – 03/2013

Worked with the In-house marketing team to design a variety of media. Internal, publication design, tradeshow installation, and web design. Collaborated with marketing specialists and copywriters on initiatives advertising new products and the Exelis VIS brand within our target market.

## SKILLS AND EXTRAS

### User Experience Design:

- Use current research methodologies
- Synthesize findings
- Create user flows
- Information architecture
- Low fidelity prototyping
- User testing

### User Interface Design:

- Create design briefs
- Develop & manage design systems
- Create high fidelity prototypes ( iOS, Android, web)
- Use inVision for iteration and implementation with devs

### Art Direction and creative management

- Collaborate with account
- Pitch concepts to the client
- Art direct post production teams
- Create key frames, story boards, and key imagery for production
- Create all production-ready artwork for print / digital media sources

### Software:

- Mac and PC operating systems
- Adobe CC
- Sketch
- InVision

When not working I like to: doodle, paint graffiti murals, illustrate posters and children's books, skate, snowboard, and play my trumpet (with the Denver Broncos) as a side gig.