

BRYCE NIHILL

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- » Experienced group leader who has successfully managed a variety of creative initiatives.
- » Senior level designer director with solid industry experience, developing unique and engaging concepts.
- » Hands-on experience with all facets of design and production of both traditional and online communications.

EXPERIENCE:

1/ 2008 - Present: CDMi Connect | New York, New York - Associate Creative Director

Manage interactive design team across a number of health care related brands including Genentech's Lucentis and Xolair and Pfizer's Caduet, Professional Oncology Portal and Diversified Product line. Led pitch and response effort to successful new business award from Advanced Bionics.

8/ 2007 - 12/2007: R/GA | New York, New York - Art Director

Manage visual design team responsible for Verizon's retail experiences including an interactive kiosk system and digital signage executions. Develop user interface face system for Verizon Wireless' mobile devices. Manage online design efforts for Legg Mason's asset management firms.

10/2006 - 8/2007: Y&R | New York, New York - Interactive Design Director

Directed digital design and integrated campaigns for a number of high profile clients, including Accenture, Abbot Laboratories, The United Negro College Fund, The United Nations, and Bacardi.

5/2006 - 9/2006: Alexander Interactive | New York, New York - Senior Art Director

Designed, directed and produced online initiatives for a variety of projects that span the e-commerce, consumer goods, publishing and event marketing sectors. Clients included Barielle Cosmetics, Pepperidge Farm, and Bestform Intimates.

1/2003 - 4/2006: Agent 16 | New York, New York - Senior Art Director / Interactive Group Leader

Managed and coordinated online and direct mail efforts in support of R.J. Reynolds' Camel, Salem and Winston brands. And designed, developed and produced interactive advertising units for Toshiba, Adelphi University and The New York Dept. of Education. Responsible for supervising brand teams, strategic planning, client presentations and hands-on design executions.

1/2001 - 1/2003: JET 1A | Brooklyn, New York - Designer / Owner Operator

Worked with agencies and managed a number of clients independently as a freelance designer. Projects ranged from identity development to interactive branding solutions. Clients included Ernst & Young, and Sprint.

11/2000 - 1/2001: Itopia Media | New York, New York - Senior Designer

Designed identity and intranet concepts. Developed pieces of external communications, and several website layouts for their parent company, www.mcy.com.

10/1998 - 11/2000: M/B Interactive | New York, New York - Senior Designer

Designed and developed a variety of online projects including Goldman Sachs' global recruiting efforts, www.gs.com/recruiting, Newsweek's media kit information, www.NewsweekMediaKit.com, and Finlandia Vodka's web-based advertising solutions.

12/1996 - 10/1998: FreeRide Media, LLC | New York, New York - Designer

Developed and maintained a large proprietary website, the original www.freeride.com, with a team of designers, writers and programmers.

5/1995 - 12/1996: Mezzina Brown | New York, New York - Jr. Art Director

Designed various print and collateral design assignments from concept through final execution and, in some cases, production. Clients included Newsweek and R.J. Reynolds.

EDUCATION:

5/1994 Bachelor of Fine Arts - Pratt Institute Brooklyn, New York

REFERENCES:

James Flynn: Agent 16, Creative Director

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Sean Donohue: Atmosphere BBDO / Energy BBDO, Creative Director

