

# BRYCE NIHILL

VISUAL DESIGN / ART DIRECTION



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## CONTACT



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## SKILLS

VISUAL DESIGN

ICONOGRAPHY

UX DESIGN

INTERFACE DESIGN

ILLUSTRATION

INFOGRAPHICS

ART DIRECTION

CREATIVE DIRECTION

## PROFILE

I am an artist, art director, and visual designer based in Carlsbad, California working on identities, infographics, campaigns, and interface design. I enjoy creating design systems, iconography, and digital experiences.

## WORK EXPERIENCE

### Designer, Art Director, Creative Director

*Consultant / Carlsbad, CA / Jun 2016 - Present*

I design websites, presentations, reports, interactive sales-aids, user interfaces, and patient education materials for a variety of clients including: Gilead, Capto, Zoll, Cordis, Chiesi, 3x4 Genetics, Aziyo Biologics, Atec Spine, Amgen, Snap Inc., Scotia Bank, and Philips.

### Creative Director

*Havas Lynx (now: Havas Health & You) / New York, NY / May 2013 - Mar 2015*

Supervised a team of interactive designers executing a variety of digital initiatives for Biogen's MS Franchise (Avonex, Plegridy, Tecfidera, and Tysabri), The Cleveland Clinic, Janssen, Novartis' Service Sphere platform, and proprietary patient education material platform – SenDr.

### Director of User Experience Design

*Flashpoint Medica / New York, NY / Sep 2012 - May 2013*

Led a team of creatives and technologists to develop websites, interactive sales-aids, and digital experiences for Novartis Oncology, Genentech, and Babson Diagnostics.

## EDUCATION

### Bachelor of Fine Arts

Pratt Institute / Brooklyn, NY  
1990 - 1994

## EXPERTISE

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PHOTOSHOP



ILLUSTRATOR



INDESIGN



POWERPOINT



FIGMA



## INTERESTS

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FINE ART



RUNNING



PHOTOGRAPHY



SURFING

## WORK EXPERIENCE (cont'd)

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### Creative Director

*Euro RSCG Life 4D / New York, NY / Nov 2010 - Sep 2012*

Oversaw a digital creative team assigned to Novartis' CV franchise and Novartis Quo – a healthcare professional portal. Established strategic direction, creative concepts, and UX recommendations. Served as creative lead on Life 4D's innovation and proprietary mobile initiatives.

### Associate Creative Director

*R/GA / New York, NY / Sep 2008 - Nov 2010*

Supervised a visual design team charged with executing a variety of initiatives for Verizon Wireless' mobile and online presence. Partnered with various agency disciplines to develop strategic direction, and deliver client-facing presentations. Ensured quality executions met the highest industry standards for creative excellence.

### Associate Creative Director

*CDMiConnect (now Patients & Purpose) / New York, NY / Jan 2008 - Sep 2008*

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

### Art Director

*R/GA / New York, NY / Jul 2007 - Dec 2007*

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

### Interactive Design Director

*Y&R / New York, NY / Oct 2006 - Jul 2007*

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.

### Senior Art Director / Interactive Group Leader

*Agent 16 / New York, NY / Oct 2001- Jul 2006*

### Creative Consultant

*RDI Direct / New York, NY / 2000 - 2001*

### Senior Designer

*Mezzina Brown / New York, NY / 1998 - 2000*