

BRIANA AUDEL

CREATIVE DIRECTOR // ART + DESIGN

CONTACT

Portfolio | brianaauel.com
Email | briana.auel@gmail.com
Phone | 612.414.4409
Linkedin | [linkedin.com/in/brianaauel/](https://www.linkedin.com/in/brianaauel/)
Instagram | [@briana.auel](https://www.instagram.com/briana.auel)

OBJECTIVE

A visually driven creative with an entrepreneurial spirit seeking a hands-on leadership position.

SKILLS

Art direction, creative direction, design direction, social media content development, website design, packaging design, identity + branding, tangible product design, textile design, photography, direct marketing, B2C + B2B cross-platform advertising, new business development, team management, leadership, Adobe CS, G suite, Microsoft Office.

EDUCATION

University of Minnesota, Curtis L. Carlson School of Management | Twin Cities | B.S. Marketing | 1999-2003

Miami Ad School | Minneapolis | Art Direction | 2003-2005

RECOGNITION

FWA Site of The Day
Fast Company
Webby Awards Finalist
Graphis Design Annual
ONE SHOW Design Shortlist
AIGA 365: Design Effectiveness
PRINT Design Annual
Luerzer's Archive
OBIE Award Finalist
wwwwards.com
Adweek
CMYK Magazine
Applied Arts Advertising Annual
Communication Arts
The Minneapolis Show

EXHIBITIONS

Solo Show HAUS Salon | Minneapolis | 2022-23
RAO Gamut Gallery | Minneapolis | 2022
Solo Show Studio 112 | Brooklyn | 2016
Life In Public Group Show | NYC | 2013
ARTCRANK Poster Show | NYC | 2013
ARTCRANK Poster Show | NYC | 2012
3rd Ward Group Show | Brooklyn | 2011
ARTCRANK Poster Show | Minneapolis | 2010
Pedals + Prints | Los Angeles | 2010
Toys In The Attic | Minneapolis | 2010
Poster Offensive 5 | St. Paul | 2010
ARTCRANK Poster Show | Minneapolis | 2009
Art-A-Whirl | Minneapolis | 2007, 2020, 2021

INSTRUCTOR

Miami Ad School | 2007-2010

WORK EXPERIENCE

BRIANA AUDEL DESIGN COMPANY, LLC | **Creative Director** | NYC, Minneapolis | 2010-Present

- Extensive freelance work in NYC providing art direction, design and creative direction in traditional and digital advertising agencies including leading creative pitches, managing creative teams and presenting creative work to the client leadership and C-suite.
- Built and maintained a number of long-term personal clients/collaborations in food, film, fashion, music and action sports industries interfacing with high profile and celebrity clients.
- Oversee all creative concepts from strategy + ideation through execution and production.
- Handle all business management of personal clients including employing and managing contractors, implementing internal processes, client contracts and negotiations, and allocating resources for projects.

BRIANA AUDEL, LLC | **Fine Artist** | NYC, Minneapolis | 2016-Present

- Conceptualize and execute mixed media fine artworks with a focus on painting + collage.
- Built and manage e-commerce website utilizing Squarespace.
- Photography, editing and cataloging of all artwork.
- Handle all business management including accounting + book keeping, contracts, negotiations, customer service and shipping.

STEVEN SODERBERGH // SINGANI 63 | **Creative Director** | NYC | 2013-2015

- Creative partner to Director Steven Soderbergh, leading the creative launch of Soderbergh's Bolivian liquor brand Singani 63, building the brand from the ground up.
- Conceptualized and developed a cohesive and strategic brand voice.
- Collaborated with marketing, production, web development and sales team implementing an internal process, managing time lines and resources in tandem to executing creative deliverables.
- Owned creative content development and execution across all platforms from start to finish including online, print, in-store POS, web design, event and experiential and sales materials
- Sourced vendors and acted as liaison for all print production.
- Hired, managed and directed a team of creatives, assistants and production artists in the execution of cross-platform materials.

GRENADE GLOVES | **Consulting Design Director** | NYC, Portland | 2012-2016

- Work directly with founder Olympic Medalist Danny Kass to identify and provide insight into youth market apparel trends.
- Conceptualize, design and execute textiles patterns to be used for snowboard outerwear and across all product lines for all seasons. Conceptualize and execute retail packaging.
- Meet with manufacturers to proof printing of textiles and finalize choice on materials, findings and trims in Taiwan and Japan.

HUNT ADKINS | **Interactive Associate Creative Director** | Minneapolis | 2007-2009

- Lead presentations and pitches with managing partners, interfacing with executive level clients.
- Conceptualized and executed 360 campaigns and led all digital work for the agency.
- Mentored and managed junior teams.

GABRIEL DEGROOD BENDT | **Art Director** | Minneapolis | 2005-2007

- Conceptualized and executed 360 campaigns with primary focus on print & broadcast.

DDB | **Art Director Intern** | Chicago | 2004-05

- 360 Campaign + pitch work with primary focus on print & broadcast.

SELECT FREELANCE AGENCY EXPERIENCE

Horizontal | **Senior Designer** | MPLS | 2022
ICF Next | **Creative Director** | MPLS | 2019
Tribal DDB | **Creative Director** | NYC | 2010, 2012, 2017-2019
HUGE | **Creative Director** | NYC | 2017
Carmichael Lynch | **Senior Art Director** | MPLS | 2017
Beyond | **Visual Designer** | NYC | 2017
JWALK | **Design Director** | NYC | 2016
Redscout | **Design Director** | NYC | 2016
Wunderman | **Interactive Creative Director** | NYC | 2014-2015
MRM/McCann | **Interactive Creative Director** | NYC | 2012-2013
Publicis | **Interactive Associate Creative Director** | NYC | 2012
360i | **Interactive Associate Creative Director** | NYC | 2011-2012
Razorfish | **Interactive Associate Creative Director** | NYC | 2012
BBDO | **Associate Creative Director** | NYC | 2012
Atmosphere BBDO | **Interactive Senior Art Director** | NYC | 2012
Y&R | **Senior Art Director** | NYC | 2011
Mother | **Senior Creative** | NYC | 2011
Dentsu | **Senior Art Director** | NYC | 2011
Draft FCB | **Senior Art Director** | NYC | 2010-2011
Colle + McVoy | **Senior Art Director** | NYC | 2010

SELECT CLIENT + BRAND EXPERIENCE

Odwalla Juice, Coca-cola, Google, MTV, Activision Video Games, Nikon, Goodwill, Northern Tool & Equipment, Starbucks, Citi Bank, Oreo, Hasbro, Purina, Fisher-Price, Advil, Canon, Xerox, Redbull, Bard's Beer, Anheuser Busch, Phillips Vodka, Diageo, Bacardi, Pepsi, &Pizza, Samsung, Turkish Airlines, Blume Honey Water, Mimi Cheng's Dumplings NYC, The Prelude Projects Fund, Bulldog Skincare, Heartless Bastards (rock band), Coyote Ventures (FemTech VC).