



Education

Savannah College of Art and Design (SCAD) | Bachelor of Arts, Communications, Graphic Design, 2011

Portfolio

You can view my work here! www.harrisonbrackett.com

Experience

Tobacco Media Group

Art Director

January 2021 - April 2024

- Art Director for *Tobacco Business* and *Cigars & Leisure* publications which includes, laying out the editorial, scheduling photo shoots and print and digital production that is distributed to over 60,000 readers.
- **My most notable accomplishment:** Rebranding the publication to better align with the new strategy having more of an emphasis on lifestyle and leisure over news.
- Additional responsibilities include video production, event support, social media, and strategic marketing.

CAPTRUST

Graphic Designer/Project Manager

May 2017 - December 2020

- Art Director of *VESTED* magazine, a 48-page book produced and mailed/mailed to over 20,000 readers three times a year.
- **My most notable accomplishment:** finding inefficiencies that compiled to be over \$100,000 in savings annually for the publication.
- Additional responsibilities include: creating and implementing marketing strategies; overseeing print production; providing event support; creating and directing web design; editing and producing video content; and content creation and editing.

Freelance

Triangle Media Partners

Graphic Designer

September 2022 - Current

Aided and produced multiple print publications such as Durham Public School's SPARK, *Heart of NC Weddings*, and moving guides.

Clouds Brewing

Graphic Designer

September 2021 - Current

As the graphic designer I rebranded their core lineup and I also create supporting graphics such as logos, posters, swag, and other print collateral.

The Assembly

Graphic Designer

March 2023 - May 2024

Brought to life a magazine from a digital news platform to create a more intrinsic and tactile reading experience.

Brasseler USA

Graphic Designer

September 2015 - January 2017

- Created catalogs, brochures, flyers and other marketing materials for a B2B audience, specifically dentists.
- **My most notable accomplishment:** the complete redesign and templating of the 700-page product catalog, which is the biggest selling tool for the sales team.

LINKS Magazine

Digital Art Director

April 2012 - September 2015

- Lead Designer and creator of *HOTLINKS*, a digital-only golf and lifestyle publication produced eight times a year and delivered to over 210,000 people.
- **My most notable accomplishment:** creating *HOTLINKS* from the ground up. Since LINKS's founding, it had strictly been a print-only magazine. My other responsibilities included design for the printed publication *LINKS Magazine* such as: laying out spreads, designing ads for golf communities and sourcing imagery and illustrations.

Tools of the Trade

- InDesign
- Illustrator
- Photoshop
- Premier
- After Effects
- Wordpress
- Canva
- Acrobat
- Squarespace
- Google Suite
- Microsoft Office
- OSX/Windows

Skills

- Strategic Marketing
- Publications
- Typography
- Brand Identity
- Logos
- Video Production
- Project Management
- Front-end Web
- UI/UX
- Event Support
- Print Production
- Promotional Products