

CORE SKILLS

IDEA GENERATION + CONCEPT

Combining idea generation with strong concept evaluations that leads to strong visual experiences on any design platform whether static, motion or video.

DIRECTION + DESIGN

Extensive experience creating visual languages and graphic guidelines for design systems across channels. Ability to direct and lead designers, photographers and video shoot talent.

SOFTWARE

Illustrator + Photoshop + Premier Pro + After Effects + other various Adobe applications

Word + Excel + Power Point + Various support applications

EXPERIENCE

04-2019 to Present

PurposeBuilt Brands (Formerly Weiman Products)

- Designed, created, and implemented a fully operational in-house photography and video studio capable of hosting visual functions from product photography to full scale video shoots.
- Direction and completion of a wide range of digital content for several brand websites, YouTube videos, Instagram Stories, Facebook Advertising and Amazon platforms.
- Direct and supervise off-site video shoots including but not limited to hiring on-camera and voice over talent, location scouting, and direction of contract lighting and stage crews.
- Building out video sets on either small-or large-scale formats; set construction including major materials handling through minor propping. Budgeting expenses and estimating expenses for set construction.
- Collaboration with brand managers and our social media handler to create a concept and storyboard for brand videos, social posts, campaign videos and instructional videos. This leads to shooting the videos and handling all post-production for all brand videos across the PurposeBuilt Brands portfolio.
- Scripting, shooting, and supervision, as well as completion of post-production on two national broadcast campaigns for Weiman Granite and Stone Disinfectant campaign. Developed excellent post-production skills for video editing, soundtrack matching, animated text implementations and dynamic clip to clip transitions.

10-2017 to 04-2019

CREATIVE CIRCLE

Freelance/Contract Designer with Weiman Products

Packaging design and production; product photography and image retouching per post-production needs.

Video production for social media campaigns and YouTube channel videos.

Label creation for both Retail and Healthcare outer packaging.

Helped to assist in the creation and redirection of packaging file archive and initial work on the packaging file Data Access Management system currently in place.

02-2014 to 09-2017

SOUTWIRE CORPORATION

Art Director + Designer

Work collaboratively with sales, product management, to help build comprehensive packaging programs and develop roadmaps for future branding and packaging concepts.

Lead a team of four domestic and two overseas designers.

Build and maintain brand consistency, and document guidelines for Southwire, Woods and Yellow Jacket brands.

Responsible for setting the leading overall rebranding design, packaging updates and visual brand language.

Concepting, scouting locations and directing lifestyle product photo shoots.

Create and implement a proofing, approval and routing program for all materials produced by graphics.

Insure brand consistency on incoming packaging proofs from vendors per set color and typographic guidelines.

03-2012 to 02-2014

COLEMAN CABLE INC.

Creative Manager/Lead Designer

Assisted in the development of brand specific packaging designs for various retail outlets through communications with product management teams

In-house and on-location product photography projects.

Created naming conventions for future archiving programs still in place today.

Presented design ideas to product managers and executive staff.

Lead design team in 2014 Southwire International Packaging Summit to determine new language usage across re-designed brands.

05-2003 to 03-2012

CONTRACT DESIGNER

Designer + Illustrator + Art Director

Organizations utilizing my services during this period of time

Abbott Laboratories • Bankers Life and Casualty • Career Education Corporation • Harper College • Harlem Room Place • Office Max Corporate • Schumacher Electric

INFORMATION

Bill Brusenbach

Phone: 404-844-6126 eMail: wbrusenbach@gmail.com

Portfolio: Billbrusenbach.com