

TONY BRINTON

Experience Design Leader

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OBJECTIVE

Lead the research, strategy and design to create exceptional experiences for brands, products and services that help humanize technology, create new value for businesses, and enrich people's lives.

QUALIFICATIONS

- Highly strategic design-thinker
- Accomplished design director/leader
- Experienced account planner / brand consultant
- Visionary creative director
- World-class information architect / interaction designer
- Strong visual designer
- Excellent writer: creative, business, technical and instructional
- Trained in human factors/usability engineering
- Thorough knowledge of current web technologies
- Expert in performance-driven marketing

WORK HISTORY

11/15 – Present
San Francisco, CA

Founder, Creative Director, Brinton Design

Brinton Design is a creative agency for the connected world. We work with makers of great things at the intersection of design, business and technology to create value for their customers across all touch points.

04/14 – 8/15
New York, NY
San Francisco, CA

Vice President, Motivate Design

As VP, I managed the entire consulting practice—people, process and projects—ensuring high quality work across research, strategy, and design. Developed new business. Helped guide the company strategy. Provided thought leadership.

01/13 – 09/14
New York, NY

Adjunct Professor, Parsons The New School for Design

I taught strategic management and disruptive innovation within the Strategic Design and Management program for the School of Design Strategies. My main focus was to help future business leaders achieve and sustain competitive advantage through design thinking and lean methodologies.

01/13 – 04/14
New York, NY

Experience Design Director, Motivate Design

Led the strategy and design to create exceptional experiences for brands, products and services. Responsibilities include developing new business, nurturing client relationships, directing and mentoring team of designers and researchers, thought leadership, and providing strategic guidance and oversight for agency.

10/11 – 11/12
New York, NY

Chief Strategy Officer, Rhythm Interactive

Led the strategic planning for performance-driven brand marketing programs. Provided leadership and guidance to the staff across disciplines from UX to Creative to Account Services. As an executive of the company, I contributed to the overall strategic vision for the business and was active from an organizational management standpoint.

03/11 – 10/11
New York, NY

Senior Consultant—UX, Logical Design Solutions

Led the user experience design of enterprise portal solutions for Fortune 500 clients.

03/07 – 03/11
Irvine, CA
New York, NY

Creative Director, Rhythm Interactive

My title was Creative Director, but I did quite a bit more than what is typically expected of that position. I led the account planning, strategy, architecture, and content development as well as directed the user experience design for local and national clients of this full service interactive marketing agency. I've helped sharpen the brand position for the company, and streamline operations including the proposal/estimating process, approach to new business development, staffing strategy, workflow and file management, and more. I introduced the agency to a user-centered design process. I acted as a mentor to designers, writers, and account people.

06/05 – 03/07
Santa Monica, CA

Interactive Strategist & Designer, The Phelps Group

Led/directed strategy, architecture and design for interactive marketing programs. Worked with media, PR, account execs, architects, art directors, designers, writers, and programmers to formulate and execute strategic plans. Consulted with clients on key accounts to analyze needs, define business requirements, create project plans and manage projects. Hands on with architecture, art direction and design on select projects. As leader of the interactive discipline (Coach), I helped rebuild the practice from the ground up, managed recruiting, assembled a new team, introduced user-centered design process, facilitated cross-discipline training, enhanced teamwork & collaboration, and elevated the standard of work. Acted as strategic lead on all new interactive business. Served as Interactive Strategic Leader for Panasonic Toughbook account.

10/04 – 06/05
Woonsocket, RI

Creative Director, Mediaweave

Directed strategy and design for multi-channel, integrated marketing campaigns. Projects included brand strategies, identity packages, advertising, trade show material, web sites, and email communications. Directed creative work. Mentored and managed creative team. Established user-centered design methodology for agency and helped streamline operations.

- 9/03 – 10/04
Basalt, CO
Brand Consultant/Interactive Designer, Morris Design
Directed strategy and design for online marketing initiatives. Projects included brand strategies, marketing strategies, web sites, web-based advertising, email newsletters, and email advertising. Took lead role on accounts to set objectives and strategies. Developed architecture & visual design, wrote copy, programmed all interactive products. Spearheaded public relations efforts. Helped optimize operations including implementation of time-tracking & invoicing system. Introduced user-centered process.
- 11/02 – 10/04
Aspen, CO
Freelance Consultant/Designer, Brinton Design
Directed strategy and design for integrated marketing programs that created rewarding, holistic customer experiences. Specialized in developing brand strategies, identity systems, marketing collateral, advertising, illustration, web sites, and online applications.
- 7/02 – 11/02
Purchase, NY
Creative Director, Mark Stevens & Company
Directed strategy and design for multi-channel, integrated marketing campaigns. Projects included brand strategies, identity packages, print brochures, print ads, trade show material, web sites, and direct mail. Directed and mentored staff of 6 designers, and account people. Took lead role on select accounts. Worked closely with VP of Marketing to set strategies for clients. Helped firm develop user-centered mindset and methodology.
- 8/99– 4/02
New York, NY
and
San Francisco, CA
Design Director/Project Manager, Arthur Andersen eBusiness Consulting
Directed strategy and design to produce branded, user-centered web applications for large businesses. Managed teams of several professionals with diverse skill sets. Mentored staff of designers and technologists across U.S. Responsibilities also included fostering team integration, cross-discipline training, helping develop the Firm's world-wide user-centered design methodology, maintaining a high creative standard, and developing new business.
- 11/96 – 8/99
Sausalito, CA
Creative Director, SpiralWest Interactive
Top Manager and Creative Director for interactive agency. Managed multidisciplinary design teams to produce dozens of interactive projects. Responsible for developing innovative design strategies, and overseeing execution of designs to assure quality and completeness of each product's form, meaning and behavior. Acted as mentor to creative staff. Helped re-position and re-brand company. Clients included Intel Corporation, Ziff Davis, 3Com, Wells Fargo, World Savings, Cadence, CyberCash, Edify Corporation, Sterling Software, Travelscape.
- 1/95 - 12/98
San Francisco, CA
Freelance Designer
Brand strategist/designer providing services to wide variety of businesses. Specialized in producing integrated customer experiences across a variety of media. Clients included Levi's, Hewlett Packard, Restaurantpro.com, Amsterdam Pacific LLC, Lane Systems Analysts, Wesco Electronics, San Francisco Film Arts Foundation, David Duprey Photography.

EDUCATION

- Graduated May 1995
San Francisco, CA
San Francisco State University
B.A. in Fine Art with an emphasis in drawing and painting - Art Department Honors

AFFILIATIONS

- UXPA
IXDA
Interactive Chair on Board of Directors for OC Ad Federation (2009–2010)
Design Management Institute
AIGA

TECHNICAL SKILLS

- Software Applications: **EXPERT KNOWLEDGE:** Adobe Creative Suite: Illustrator, Photoshop, InDesign, Acrobat; Sketch; Axure; Coda; iWork Suite; MS Office; MS Project; Visio, Ominplan; OmniGraffle
- Platforms/Programming: **EXPERT KNOWLEDGE:** Mac/Windows/Linux; HTML5, CSS3 **INTERMEDIATE:** PHP, SASS; **BEGINNER:** JavaScript, jQuery, MySQL
- Analytics: Google Analytics, HubSpot
- Print Publishing: Full knowledge of 4 + color printing process. Thorough prepress knowledge.