

# Brian Malinchak

Brooklyn, NY / [brianmalinchak.com](http://brianmalinchak.com) / [brianmalinchak@gmail.com](mailto:brianmalinchak@gmail.com)

## Skills

### Creative Strategy

I develop creative solutions molded to a client's business, brand, and user goals. Executed in a fashion that melds with the organizations technology and time-line constraints. Extensive experience on both brand and agency side.

### Design

Visceral connection with the audience is essential in my work. I throw all my energy in, keeping tight collaboration with stakeholders, defining and refining insights along the way to ensure an end product that truly resonates with the audience. Experience with ad campaigns, full digital ecosystems, trade-shows, social, experimental media, brand storytelling and more.

### Management

I manage small to large teams of diverse personalities in deadline driven environments; crafting employee career development and leading cross-functional team collaboration.

## Experience

### Creative Director / Art director (Freelance)

New York, NY // 2012-Present

Developing creative solutions for some of the biggest brands across the world to connect with their audience in ways tailored to them.

- campaign concepts and creation
- brand evolution and platform expansion
- insight driven creative solutions

#### Agencies:

Razorfish, McGarryBowen, Interbrand, Tribal Worldwide, Inventiv, RFI Studios, Juice, Sapient Nitro, Publicis Groupe, Maude, Droga 5

#### Brands:

HBO, Coca Cola, NFL, Verizon, msnbc, Chubb, Showtime, Tivo, American Express, Chase, Amgen, GoldmanSachs, Shire, AT&T, Philips, Samsung, CitiBank, AIG, Bayer, NYU, Celgene, Sodastream

### Creative Director for Directv

New York, NY // 2007-2012

Led content design direction for Directv's digital U.S. presence across web, mobile, and social media platforms. Managing staff in NY office. Building and mentoring creative team. Collaborating with and providing creative vision for new products and services. Led cross-functional teams in the fulfillment of highest quality creative and bottom-line objectives.

### Art Director for Aol

New York, NY // 2006-2007

Strategic design and user experience enhancement across Aol's digital ecosystem. Spearheaded research and development design for social media properties.

### Art Director / Designer (Freelance)

New York, NY // earlier-2006

Responsibilities included: Art direction, design, product development, usability analysis, UX, javascript, CSS, HTML, Presentation decks.

Clients — Lucent Technologies, Philips, On2, Ruder-finn, Grafica Interactive, Accoona, NYU Impact Coalition, Kozmo, MarchFirst, Reliant Pharmaceutical, AXA financial, St Peters College

*References available upon request*