



BRIAN GIPS

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WORK EXPERIENCE

Senior Graphic Designer

2022 – Present

Blue Note Entertainment Group

- Develop creative assets for Blue Note New York shows in coordination with marketing, programming, and artist teams across brand channels: social media (paid & organic), email marketing, web, print placements, in-house marketing, OOH
- Create and prepare venue program booklets, menus, and other print collateral in coordination with the marketing and restaurant teams
- Oversee and execute visual brand development for Blue Note New York, Blue Note Jazz Festival (NYC and Napa), Blue Note Travel, Arthur's Tavern, Oxbow RiverStage, and other subsidiaries/projects
- Manage part-time designers and interns supporting graphics production

Freelance Graphic Designer

2019 – Present

fox + gazelle

- Executed designs of digital and print marketing materials, as well as updated web pages and email campaigns, for pharmaceutical brands and products catering to both patient and healthcare provider audiences
- Led brand graphic strategy exploration for *Uncovering Rare Obesity*®
- Designed social media posts for disease awareness programs

Berkshire Hills Eisenberg Camp

- Branding and website design for the main camp and spin-off programs
- Composed layouts for paid Meta ads for numerous campaigns
- Designed apparel for camp events

Seiden Advertising

- *NewYork-Presbyterian*: Created print layouts, digital banners, billboards, web designs, and animation storyboards for marketing campaigns
- *RiverSpring Living*: Designed digital and print collateral for rebranding launch—letterhead, flyers, PPT template, business cards, email signatures, web and social media assets, ID badges, and signage

Benchmark Education Company

- Layout and style design for educational children's books
- Production design and layout for teacher resource systems, including English/Spanish transadaptation

EDUCATION

Pratt Institute

Certificate in Graphic Design
2019

Cornell University

B.S., Mechanical Engineering
2015

TECHNICAL SKILLS

Photoshop • Illustrator • InDesign • After Effects • Keynote • PowerPoint
XD • Sketch • Figma • InVision • Squarespace • Wix • Google Docs • Asana