

BOESCH { VISUAL CONTENT }

Brian Boesch

Art Director // Creative Director // Illustrator
Winter Park, Florida

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Creative development, Brand development, Storyboarding, Illustration

Experience

2012 // **Fiction Creative** // Orlando, Florida
// Now *Perma-lance Art Director, Creative Director, Illustrator*

FICTION is a video production focused firm headquartered in Winter Park. Responsibilities included client research and discovery, focus group design, client presentations leading to creative direction, art direction, storyboarding and other design services. Creating concise messaging for brands such as Publix, Sea-Doo Bombardier and CASIS, manager of the National Lab on the International Space Station.

2000 // **Itchy Illustration and Design** // Seattle, Washington – Orlando, Florida
// Now *Founder/Owner*

Independent illustration and graphic design consultancy creating imagery for use in various branding, packaging, advertising and marketing applications. Clientele includes vast array of regional, national and international brands across diverse industry groups, including food and beverage, travel and tourism, automotive, education, mining and others.

1998 // **Hayworth Creative** // Ormond Beach, Florida
// 2000 *Co-Founder/Creative Director*

Independent full-service advertising and PR agency specializing in hospitality, manufacturing and medical. Provided wide range of creative design services, including brand identity, collateral design, print and outdoor advertising campaigns and more.

1996 // **Visit Florida** // Tallahassee, Florida
// 1998 *Creative Director*

Official tourism marketing office for the State of Florida. Oversaw all non-agency creative, encompassing collateral, tradeshow environments, conference branding, logo design and procurement and management of outside design work. Assisted with global launch and directed brand standards for the state's first tourism brand.

1994 // **The Zimmerman Agency** // Tallahassee, Florida
// 1996 *Art Director*

Served as art director and production specialist, working with team of copy writers and account managers on wide variety of marketing projects for an assortment of hospitality, restaurant, tourism and software clientele.

1988 // **Education**
// 1993

Louisiana State University // Baton Rouge, Louisiana
Bachelor's of Fine Art – Graphic Design – specializing in illustration

Awards/Affiliations

Numerous Local and Regional Addy Awards
GIANT Illustrators Group member - a Central Florida consortium
Orlando AIGA member - The professional association for design

Client List

Some of the great brands and companies I've been honored to work with.

Action Express Racing – Grand-Am Series
AutoZone Auto Parts
Amazon
CASIS – International Space Station
CNL Bank
Craft-A-Brew
Daytona Beach Convention and Visitor's Bureau
Florida Hospital Marketing
General Motors
Halifax Hospital System
International Speedway Corporation (NASCAR)
Jose Cuevo
Kaiser Permanente
Louisiana State Tourism
Louisiana Economic Development
Nike
Numerous County CVBs
Official Bike Week – Daytona Beach, Florida
Pabst Brewing Company
- Colt 45 Malt Liquor
- Lone Star Beer
- Old Milwaukee Beer
- Old Style Beer
- Pabst Blue Ribbon Beer
- Primo Hawaii's Original Beer
Publix Super Markets
Red Stripe Beer
Rollins College – Marketing & Communications
Schlitz Brewing Company
Stonewood Tavern and Grill
Snapple Beverage Group
University of Central Florida – Marketing
University of Central Florida – Engineering
VISIT FLORIDA – Florida Tourism
Volusia County Literacy Council
Walter Energy (Metallurgical Coal)
YooHoo Chocolate Drink