

introduction

Brian is a creative director and creative team manager with more than fifteen years experience in visual design – traditional and interactive. He has worked effectively with both product teams and marketing teams during this time.

Brian is a results driven manager, whose personality is such that he can ensure things get done on time without stressing or over-burdening his team. He believes communication and collaboration are the keys to a successful team and has always been highly regarded by staff, peers, and executive management as a strong team player, motivator, and mentor.

In addition to the leadership skills above, Brian has experience in environmental graphic design, film and video, audio production, and photography. These skills bring a true multi-media approach to everything he does. Brian believes that real design thinking does not rely on any one medium or method. Instead, he believes that drawing from other disciplines and experiences gives the day-to-day projects more depth and makes “the next Big Idea” even bigger.

Please read further to discover what Brian McGee can bring to your creative team.

experience

WitFoo, Inc. - Creative Director Current

Brian is currently responsible for all creative projects for WitFoo. He provides visual design for marketing and art direction to the product design team (UX).

In a very short time, Brian has redesigned the company website, produced and edited numerous videos, and provided marketing support for social media campaigns, investor/sales presentations, conference appearances, and product release materials.

Cisco Security (former Lancope) - Creative Team Lead 2012 - 2017

Brian joined Lancope in the fall of 2012 to help drive the redesign of the company's flagship product, StealthWatch. After several successful years with the design and development (product) team, Brian was asked to join the marketing department. During this time, he directed a small team of designers in projects including the redesign of the corporate website, a new system for video content, and design support for events, field marketing, sales, and professional services.

It was also during this time that Lancope was acquired by Cisco Systems, where Brian and his team were highly sought after for the creativity, outstanding quality, and timeliness of their work.

IBM Internet Security Systems - Sr. Visual Designer 2004 - 2007 & 2009 - 2012

In 2004, Brian became one of the original members of the user experience team at Internet Security Systems (now IBM). This team led to the adoption of a more holistic approach, combining visual design, information architecture, user research, technical publications, and user assistance into a unified focus on UX.

During this time, Brian developed an elevated visual style for the ten year old company and helped bring design thinking to the various engineers he collaborated with - many of whom he still works with today.

In 2009, after a few years with an Atlanta marketing and advertising agency (see Tailfin below), Brian's former directors asked him to return to IBM to help further develop the growing UX design department. There, he had a wide reaching impact – working not only with his former ISS colleagues, but also Tivoli, WebSeal, and other IBM divisions and acquisitions.

Tailfin Marketing - Associate Creative Director 2007-2009

At Tailfin, Brian led a team of 5 key design staff and a varying number of contractors, depending on workload. His team's projects ran the gamut of traditional advertising, interactive media, public relations, graphic design, and marketing strategy. Brian's “get things done” attitude combined with his collaborative and mentoring personality earned him the nickname “Uncle B” from his co-workers - including the designers he worked with on a daily basis and the account managers who relied on his conceptual and strategic guidance and execution.

Also during this time, Philips Design contracted Brian to help with the redesign of their eStore website. What started out as a six week engagement turned into six months. Additionally, Brian was called back for several smaller projects, making Tailfin a named strategic partner of Philips Design.



www.isometro.com



brian@isometro.com



404.683.0213

:brianmcgee

creative director | manager

personal skills

- **Highly creative**
strategic concept and design
- **Seasoned Art Director**
from client, to staff, to production
- **Excellent communicator**
with staff, peers, and executives
- **Valued mentor**
collaborative and motivating
- **Effective project manager**
prepared and timely

technical skills

Photoshop	_____
Illustrator	_____
InDesign	_____
PowerPoint	_____
Premiere Pro	_____
AfterEffects	_____
Web CMS*	_____

interests

- Family and friends
- Food and cooking
- Music and movies
- Making and building**
- Comics and animation
- Science and art

education

University of South Carolina Bachelor of Media Arts - 1995

Coursework - film/video production and editing, audio engineering, computer graphics, and animation

Savannah College of Art and Design 1990 - 1991

Coursework - graphic design, fine art, theory, and video

references

Fred Ritch
Director of User Experience
WitFoo, Inc.
404-889-0408
fred@witfoo.com

Greg Abel
Director of Client Services
Tailfin Marketing
678-592-0785
greg@tailfin.com

Santos Vega
Sr. Visual Designer
Cisco Security
757-739-7764
sanvega@cisco.com

Dick Henneman
Director, HCI Master's Program
Georgia Tech
770-630-7092
rhenneman@gmail.com



www.isometro.com



brian@isometro.com



404.683.0213

*basic editing and manipulation skills in Drupal, WordPress, and Concrete5. Learning more about content creation and design.

** 3D printers, electronics, chip computers, and cosplay props for my kids.