

BRYAN ODIAMAR

DESIGN DIRECTOR

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Highly analytical and result-oriented professional with 15+years of experience in multimedia art direction, illustration, and print design while conceptualizing and managing large-scale digital campaigns.

QUALIFICATIONS SUMMARY

- Possess strong knowledge of graphics, user-centric experience design, brand development, and creative process.
- Passionate to create innovative marketing strategies for seamless performance in deadline-driven environments.
- Adept at collaborating and maintaining strong ties with local and international manufacturers, suppliers, and key clients.
- Highly reliable individual with a sense of diligence and aptitude to manage multi-task and create extraordinary visual designs.
- Proven success in managing design projects from conception to completion in line with defined scope and set expectations.

CAREER EXPERIENCE

Studio Resonate (Pandora / SiriusXM), Oakland

2008 - Present

Director of Design (2020- Present)

Associate Creative Director (2018 - 2020)

Art Director (2014 - 2018)

Sr. Visual Designer (2008 - 2014)

Supervise all operations related to deployment of regulatory guidelines and large custom ad projects. Head activities associated with preparing presentations, drafting documents, and delivering asset kits to developers. Lead proactive team by motivating and instilling passion for growth while contributing to various large-scale digital projects, including ad creation, content development, and identity consultation. Collaborate with various cross-functional departments to increase brand awareness.

- Oversaw high-performance team of developers to coordinate with external agencies.
- Established in-house team of artistic designers to enhance custom rich-media campaigns.
- Updated brand regulatory guidelines to keep employees connected and maintained constant quality.

Finally Hip, Oakland, San Francisco

2011 - 2016

Creative Director

Headed creative production team for small clothing line. Maintained contagious quality connections with international manufacturers. Administered functions regarding execution strategy to deliver consignments on time. Led planning and implementation of forecasted future releases. Monitored brand campaigns and revised business standards in line with pre-defined regulatory guidelines.

- Ensured feasibility of designs, budget, and program needs.
- Established trusted relationships with vendors and key clients.
- Recognized for consistent delivery of fresh and innovative ideas/solutions to achieve short-/long-range objectives.
- Developed and maintained Finally Hip's web presence (Shopify store, social, advertising, etc)

Emmis Interactive, Chicago

2005 - 2008

Sr. Designer

Led high-performance team to develop mini sites and eye-catching advertising campaigns. Devised a series of design schemes to meet client expectations. Incorporated changes in already existing craft while meeting deadlines for all deliverables.

- Integrated digital and print marketing campaigns to increase engagement and sales volume.
- Headed successful campaigns for events, including Summer Jam, SXSW, and Austin City Limits.
- Executed wonderful ideas by discussing, counseling, and brainstorming with clients on expected outcomes.

EDUCATION

BA in Interactive Media/Design

Columbia College Chicago