



## Brian [Keith] Higginbotham

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### background

Six years experience in the design industry specializing in print, motion, and web graphics; utilizing 2D and 3D software for modeling scenes for animated and still compositions. Over fifteen years of experience managing teams and projects across multiple industries.

### skills

- Fluent in graphic design practices and web production software, including Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe After Effects.
- Strong Technical knowledge of how web-based technologies apply to web design such as HTML, Flash, and CSS.
- Experience in corporate branding, layout, color theory and typography in both print and digital media.
- Ability to effectively manage multiple projects/tasks of varying complexities, meet deadlines and work well under pressure.
- Ability to work independently on strategic issues with clients, and capable of managing complex projects.
- Excellent organization and communication skills.

### experience

**Grand View Media Group (*Art Director*)** – Birmingham, Alabama — 2010-Present

- Design and editorial layout for *Whitetail Journal*, *Nephrology News & Issues* and *Water Technology* magazines
- Work with printer to maintain production schedule
- Collaborate with editorial staff in-house and in New York and Arizona.
- Coordinate artwork with advertisers
- Digital pre-press checks
- Assist with web and email designs that compliment the publications

**Books-A-Million (*E-Commerce Art Director*)** – Birmingham, Alabama — 2008-2010

- Create marketing material; including website graphics, brochures, signage, and branding for e-commerce website
- Analyze and report site performance
- Lead development team with design implementation
- Write and review code for website
- Manage all contract designers and developers

**WBRC FOX6 (*Graphic Artist*)** – Birmingham, Alabama — 2006-2008

- Created on-air graphics and animations for news station broadcasts
- 3D modeling objects and environments for compositions
- Post-production visual effects
- Created marketing material; including website banners, sale collateral, and program identities
- Deadline driven environment with less than two-hour time frames with most projects

### education

University of Alabama at Birmingham, Birmingham, Alabama. Bachelor of Art Studio with a concentration in Graphic Design.