

# brendt petersen

Creative Director

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## Clients:

Nokia  
Milk  
Glaxo Smith Kline  
Snickers  
M&M's Mars  
DeVry University  
Culligan Water  
Canon USA  
Majestic Star Casino  
Ferrara Pan Candy  
Department of Defense  
Camel  
Dartmouth College  
Epson USA  
Jones Lang LaSalle  
Blue Cross Blue Shield  
Sarah Ferguson

## Core Design:

Adobe Creative Suite

## Video:

Final Cut Suite  
After Effects

## Web Languages:

HTML  
Javascript  
CSS  
XML  
Flash Actionscript  
PHP  
MySQL  
WebDAV

## Metro Ad Group, Phoenix • 2006–Present

Director of Motion Design

Resettled in the desert, picked Arizona for the riding. Anywhere riding can take me I'll go. Moab twice a year, Fish's pumptrack on Thursdays and National Trail, one of the country's premier trails most other days. Developed a much-needed community for the AZ mountain bikers with my site azfreeride.com. Became part of a dysfunctional little family consisting of downhillers, freeriders and even some 29ers. When I'm not riding I'm leading the motion design initiative at Metro Ad Group for clients such as Canon USA, Data Robotics and Adaptec. A technically savvy group that specializes in interactive product tours, new media marketing, design and web development.

## Draft FCB, Chicago • 2005–2006

Freelance Senior Art Director and Web Developer

Spent my time bouncing between the creative department, web department and video department. Experienced agency life from different perspectives. Worked on high-level national campaigns and new business pitches. A variety of clients, business spaces and target audiences kept things interesting, from Milk's Women & Weight Loss campaign to Nokia's US product launch and national campaign. Delved into intense conceptual design that was worked and reworked through brainstorming and creative reviews, resulting in work with creative differentiation.

Part of the team that concepted and designed the campaign including the logo, point of sale pieces and collateral for the first FDA-approved diet pill, GlaxoSmithKline's Alli. Won a Golden Reggie® award for the product launch.

## Bridges Media Group, Chicago • 2001–2005

VP of Interactive Services

As VP of Interactive Services at Bridges Media Group, both built and led a team of media specialist to creative and technical excellence all while maintaining responsibility for many different facets of creative, production and infrastructure for this fast-moving, rapidly growing "hybrid" media company. Elbow deep in all parts of production even the composing, recording, editing and mastering of original music, voice-over and onset recording, done it all. All the while working with such celebrities as Mike Ditka, Joe Piscopo and Sarah "Fergie" Ferguson, we created several award-winning television campaigns for clients like Culligan Water, R.J. Reynolds/Camel, Blue Cross Blue Shield and Majestic Star Casino.

### Web Applications:

GoLive  
Dreamweaver  
Flash  
BBEdit

### Audio:

ProTools LE and HD  
Propellerheads Reason  
Steinberg Cubase VST  
Apple Soundtrack

## Focus Impact, Chicago • 2000-2001

### Web Media Specialist

Learned what exactly Change Management is and the glamour of business travel to Asia and Europe. Was taught how to ask the right questions about client's business to get results. Utilized custom technologies to facilitate improved lines of communication for Fortune 500 companies. Created All About E, a large-scale, custom, corporate extranet system. The primary client was Jones Lang LaSalle, with a user base of 12,000 strong. Responsible for conceiving and designing Flash-based learning modules and user interfaces. Managed on-location audio and video production and editing along with all post production and media preparation for internet streaming and content delivery.

Translating the natural look and feel of the campus, we designed and built the website for Dartmouth College as well as the Tuck School of Business.

## Kendall College of Art and Design • 1994-1999

### BFA Illustration

### Experimental Mixed Media

### Digital Media

A lifetime of traditional media sideswiped by technology, searching for the intersection where nature meets technology. Got my BFA in Illustration. Gained inspiration from traditional mediums such as silk-screening and painting to stay fresh and inspired. Was one of the first in the school to graduate with a minor in Digital Media.