

# BRAD VERMEER

## Professional Summary

Creative professional with extensive experience in directing creative teams and managing client relationships, seeking a position where strong organizational skills, effective communication, and the ability to deliver high-quality solutions in a fast-paced environment are valued.

## Professional Experience

### Freelance Creative Director (01/2023 - Present)

- **Brand Strategist:** Developed and executed innovative visual strategies, driving brand growth and creative excellence, with a focus on enhancing customer engagement.
- **Client Relations Expert:** Conceptualized and implemented successful rebranding initiatives, resulting in significant business impact and enhanced brand recognition, with a focus on building strong client relationships.

### Creative Director, UBTECH Robotics (05/2022 - 01/2023)

- **Visionary Leader:** Spearheaded visual direction across multiple platforms, driving brand consistency and creative excellence, with a focus on elevating customer interactions.
- **Brand Ambassador:** Conceptualized and executed two successful product rebrands, resulting in significant business impact and enhanced brand loyalty.

### Freelance Creative Director (07/2021 - 05/2022)

- **Creative Problem Solver:** Provided art direction and design expertise to clients, tackling complex creative challenges and delivering effective solutions, with a focus on improving customer touchpoints.
- **Visual Identity Expert:** Developed and refined visual identities for clients, ensuring consistency and alignment with brand narratives and customer expectations.

### Creative Director, UBTECH Robotics (05/2018 - 07/2021)

- **Team Leader:** Supervised a team of four, collaborating with Brand Marketing and eCommerce units to expand creative resources across various channels, with a focus on driving customer satisfaction.
- **Product Launch Expert:** Orchestrated seven product launches, contributing to a cumulative revenue of \$105 million, with a focus on delivering exceptional customer experiences.

### Art Director, Sphero (05/2016 - 05/2018)

- **Revenue Driver:** Developed and executed creative strategy and go-to-market creative for seven major product launches, resulting in \$100 million in revenue, with a focus on enhancing customer engagement.
- **Multi-Channel Expert:** Managed the visual execution of multi-channel assets, encompassing digital ads, social media, and experiential activations, with a focus on building brand awareness.

### Art Director, The Integer Group (09/2011 - 05/2016)

- **Creative Visionary:** Developed and delivered creative concepts for brand and seasonal product campaigns for four brands, with a focus on driving customer loyalty.
- **Collaborative Spirit:** Collaborated with cross-functional teams to execute brand and seasonal visual assets across various channels, with a focus on ensuring brand consistency.

## Education

Metro College of Denver  
A.A., Graphic Design

University of Colorado  
B.A., Spanish Language and Literature

## Skills

Brand Elevation	Innovative Problem-Solving	Adaptive Agility
Experience Design	Event Excellence	Project Management
Collaborative Leadership	Data-Driven Insights	Strategic Vision
Engagement Expertise	Professional Presence	Creative Innovation