

BRIAN TUOHY
415.595.4628

b2e@briantuohy.com | [linkedin.com/in/briantuohy](https://www.linkedin.com/in/briantuohy) | briantuohy.com

CAREER FOCUS

Creative Graphic Designer with experience in multimedia, marketing and print design. Collaborative and interpersonal skills; team player with well-developed written and verbal communication abilities. Skilled in client and vendor relations; talented at building and maintaining partnerships. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments; juggle short and long-term projects.

Experience in the following:

- Brochures
- Posters
- Signage
- Ads
- Photography
- Retouch Images
- Online Design
- Web Development
- Analytics
- Marketing
- Social Media
- Branding
- Video Production
- Audio Production
- 2D Animation
- 3D Animation
- Realtime 3D
- AR/VR

PROFESSIONAL EXPERIENCE

Artist, Stonecrop Technologies. Petaluma, CA.

November 2016 - present

Work with Owner, President / CEO, Sales, Marketing and HR to rebrand company to highlight innovations, products, services and people that make up Stonecrop Technologies in the telecommunication industry.

Responsibilities:

- Branding reboot
- Create variety of print materials
- Online redesign
- Conference Booth Design
- Newsletter design and implementation
- Analytics implementation
- Develop products and services offerings
- Video production initiatives
- AR / VR design and development
- Mobile app design and development

Freelance, San Francisco, CA.

March 2011 - November 2016

Worked on various freelance projects including the Award Winning California Environmental Legacy Project - <http://www.calegacy.org/>

Responsibilities:

- Project Management.
- UI / UX Design and Development.
- Mobile Design and Development
- Audio and Video Production.
- Marketing / Promotion / Branding
- Analytic Research, Implementation, and Discovery

Regional Web Developer, Gannett Co. Inc, McLean, VA

May 2009 – March 2011

Provided direction, support and solutions for all aspects of web/mobile based systems for multiple station locations within the Gannett Broadcast division.

Responsibilities:

- Project / Product Management
- Marketing / Promotion
- Sales Strategy / Ad Serving Solutions / Client Outreach and Understanding
- Video, Ad Serving, SMS, Newsletter, Content Management, Weather Product Discovery and Integration
- Analytic Research, Implementation, and Discovery
- Mobile Research, Design, Development and Implementation
- Budget Analysis and Implementation
- IT / Engineering Support and Implementation
- Vendor Management
- Training and support on website and mobile technologies implemented.

Director of Innovation, Gannett Division: ABC News10

June 2008 - May 2009

Project managed all aspects of implementing new technologies and product from parent company to all departments of ABC affiliate News10.

Responsibilities:

- Discovered and created budgets for new technology and product
- Initiated strategies for growing on-air, online, SMS, email and mobile products audiences
- Created the “Innovation Room” for weekly trainings in all technologies and strategies available, currently used or possibilities for the future
- Created a companywide “Viral Marketing” strategy that used every employee’s social media skills to push content to new media outlets
- Worked with News, Promotions, Sales, IT, Engineering and Business to use the technologies, products and services.

Sales Creative Director, Gannett Division: ABC News10

November 2005 - June 2008

Managed a team of creative producers in the development of online sales related products and services for News10 and News10 clients.

Responsibilities:

- Reorganized the way content was created for clients, introducing new technologies and strategies that gave our clients a clear advantage in on-air, online, mobile and SMS, advertising strategies for the News10 demographic
- Introduced rich media online campaigns to News10 and shared these with other Gannett affiliate proper- ties around the country
- Produced video productions for broadcast, online and mobile.
- Worked on National ad campaigns with all of Gannett Broadcast affiliate television stations
- Nominated for “Innovator of the Year” for National Gannett Co, Inc. awards

Producer, EMC Advertising, Sacramento, CA

November 2003 - November 2005

Produced “direct response” television spots for over 50 clients in 80 markets nationwide

Responsibilities:

- Involved in all aspects of production; audio, video, animation, editing, motion design, media and talent direction on all nationally aired commercial spots and online campaigns

Media Director, Ultimatum Inc., Petaluma, CA

April 1997 - February 2001

First employee hired for video game development company. Games shipped: Silent Hunter II, Destroyer Commander, Harpoon IV and Panzer Commander.

Responsibilities:

- Project management over all aspects of game production
- Oversaw the development of all 3D assets, 2D interface design, and special effects
- Directed and engineered all audio and video creation
- Directed localization into Spanish, German, and French
- Oversaw the creation of period music for the games

Producer, Elliott Portwood Productions, Petaluma, CA

February 1994 - February 1997

Hired by the creators of "Where in the World is Carmen Santiago" to direct and produce video for various projects in production. Games shipped: Marty the Mouse, Morgan and the Trouble with Cheese, Shuffle Puck II.

Responsibilities:

- Managed the creation of the interface design as well as the eight 3D characters and environments.
- Responsible for all art assets, including SFX and music development
- Directed and engineered all audio elements, SFX as well as localizing the video games to Spanish, French and German
- Worked closely with outside vendors.
- Writing and recording three original songs for "Marty the Mouse" video game.

SKILLS

Graphic Design:

- Illustrator
- InDesign
- Photoshop

Video Design:

- Final Cut Pro
- Premiere Pro CC
- Quicktime
- Motion
- After Effects CC
- Avid

Online Design and Development:

- Dreamweaver CC
- CSS
- JavaScript
- HTML
- Wordpress
- Drupal
- Mailchimp
- Constant Contact
- ActionScript
- PHP
- .NET
- mySQL
- Exact Target
- Facebook API
- IAB Knowlegde
- Brightcove
- Omniture
- Akamai

2D/3D Design and Development:

- Lightwave 3D
- Blender
- Maya
- Unity 3D
- Character Animator CC
- Animate CC

Productivity:

- Word
- Pages
- Slack
- Powerpoint
- Keynote
- Quip
- Excel
- Numbers
- Google Docs

Audio:

- Digital Performer
- Logic Pro
- Garageband
- Reason
- Audition
- Songwriter