Brian Heinrich

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Experience

JUN 2018 – MAY 2024
Creative Director | 410Creative, West Palm Beach, FL

Led a team of designers, art directors, and copywriters in the development of print materials, including magazines, brochures, posters, and print ads. Handled all web design, development and production of web-based print materials and design. Collaborated with clients to understand project objectives, brand guidelines, and target audience demographics. Oversaw the entire creative process from concept development to final production, ensuring adherence to deadlines and quality standards. Provide mentorship and guidance to team members, fostering a collaborative and innovative work environment. Spearheaded the design of print campaigns for a diverse range of clients, including corporate brands, non-profit organizations, cultural institutions, and small business. Developed visual concepts and layouts that integrated typography, imagery, and color to convey client messaging and evoke emotional responses. Worked closely with production teams to ensure that print materials were produced to the highest quality standards within budget.

MAY 2016 – JAN 2018
Manager, Advertising Operations | Bankrate, Palm Beach Gardens, FL

Versatile expert in all things involving digital advertising management. Manage day to day workflow between ad ops, dev ops, sales, and upper management. Provide expertise, guidance, and support during feature planning and implementation sprints. Involved in all aspects of digital ad campaigns including trafficking, optimizations, debugging ad code, reporting, and analytics.

MAY 2011 – MAY 2016
Technical Ad Ops Specialist | Bankrate, Palm Beach Gardens, FL

Multifunctional and versatile problem solver. Hand-code hotfixes to problem content and troubleshoot as necessary. All duties and responsibilities relating to digital advertising management. Develop multimedia content as needed. Also served as Multimedia / Web Designer (Temp) from MAY 2011 – AUG 2011, developing web content / design mostly for Web and occasionally Print use.

OCT 2008 – MAR 2011
Senior Multimedia Designer / 3D Artist | M3, Pembroke Pines, FL

Swiss Army Knife of sorts; Develop detailed 3D content and VFX for use on the Web, Print, and Video utilizing the latest design and 3D software; Develop multimedia and hand-code multifunctional web based content as needed.

APR 2008 – OCT 2008
Multimedia Designer / Developer | WP Associates, Palm Beach Gardens, FL

Develop Multimedia Content for use on the Web utilizing a multitude of design software. Hand Code multifunctional multimedia content for web-based media, browser based games and other interactive media. Develop high-impact marketing material for Print, Web, and Broadcast campaigns.

DEC 2002 – APR 2008
Instructor Multimedia / Web / IT | Florida Career College, W Palm Beach, FL

Provide training and course material for a multitude of different subjects within Multimedia, Web, Development, and IT fields. Develop and deliver course curriculum content and training courseware, including learning objectives, handouts, training aids, and other interactive media to facilitate adult learning and different learning methodologies. Consistently identify and develop measurement tools including tests, quizzes, hands-on activities, and demonstrations.

Skills

Creative Strategy, Team Leadership, Print Design, Project Management, Adobe Creative Suite, 3D Tools Generalist Maya / Max / Blender, Game Dev – Unity/Unreal, Office Suite, Web Dev (XHTML, CSS, Javascript, Wordpress), Technical problem solving, Instructional Design, IAB Compliance

Education

JUN 2001 – BACHELOR OF SCIENCE
Multimedia Arts and Animation | Art Institute, Ft. Lauderdale, FL

Cumulative Average GPA 3.5