



BRYCE HERBST

BryceHerbst.com
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I am a graphic and motion designer who thrives in illustration, storytelling, photography, image production, user interface design, and web development who aims to create impactful, memorable, and easy-to-understand visuals and experiences that resonate and connect with audiences with unwavering attention to detail at unprecedented speed.

Figma
Photoshop
Illustrator
Indesign
Lightroom
Animate
After Effects
Premiere Pro
Audition
Media Encoder
Procreate
Sketch
Dreamweaver
Cinema 4d

ORGANIC

2019–2024

EXPERIENCE DESIGNER

Art director for veterinary pharmaceutical brand.

Lead motion and brand designer for a 2024 national campaign which includes the revamp of the brand guidelines and campaign playbook.

Oversees organic social media channels.

Sets design standards for international local markets to follow.

Art directs photo shoots by selecting talent, orchestrating shot lists, envisioning set designs, and providing creative direction throughout the shooting. Oversees retouching process, ensuring the final imagery aligns with the artistic vision and brand aesthetics.

PRODUCTION DESIGNER

HTML5 display banner animator and specialist in Dynamic Content Optimization.

Coordinated the Organic social media team.

Key role in the two rebranding efforts within the company, overseeing website redesign, and contributing to the storytelling of case studies. Additionally, animated and edited videos to effectively communicate brand stories.

Developed multi-brand release processes for design assets, including the creation of templates, trackers, and streamlined review processes for microsites.

JUNIOR PRODUCTION DESIGNER

Proficient in image retouching techniques and production release processes, ensuring assets met brand standards, were optimized for web, and maintained responsiveness.

STEPHENS DIRECT

2018–2019

DIGITAL DESIGN FREELANCER

Brand Designer for Synchrony Bank. Created credit cards, email, direct mail and in-store signage for Synchrony Car Care, Lowe's, GAP, Old Navy, Belk, Citgo, and Qatar Airlines.

THE MODERN COLLEGE OF DESIGN

2016–2018

ASSOCIATE DEGREE OF APPLIED BUSINESS IN ADVERTISING ART

National Student Silver Addy Award + 8 other Student Awards
Student Senate member

