



BRYCE HERBST

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Cincinnati, OH

I am a graphic and motion designer with expertise in illustration, storytelling, and photography, as well as UI design and web development. As a leader in design and art direction, I excel at creating impactful, memorable visuals that connect with audiences. My approach blends creative vision with hands-on execution, ensuring each project is not only visually compelling but also delivered with precision and speed.

ORGANIC

2019–PRESENT

EXPERIENCE DESIGNER

Lead motion and brand design for a 2024 national campaign for a veterinary pharmaceutical brand, revamping brand guidelines and crafting a cohesive campaign playbook.

Oversee the design strategy and execution of organic social media content, maintaining a consistent and premium brand presence.

Established and enforced design standards across international markets, ensuring consistent global brand identity.

Art direct photo shoots, including talent selection, set design, shot list orchestration, and providing creative direction throughout. Manage the retouching process to align imagery with the artistic vision and brand guidelines.

PRODUCTION DESIGNER

Specialized in HTML5 banner animation and Dynamic Content Optimization.

Coordinated the Organic social media team and contributed to two major company rebranding efforts, including a website redesign and storytelling for case studies.

Developed multi-brand design release processes, creating templates, trackers, and streamlined review processes for microsites.

Animated and edited videos to enhance brand storytelling and communication.

JUNIOR PRODUCTION DESIGNER

Managed image retouching and production release processes, ensuring assets adhered to brand standards, were optimized for web use, and maintained responsiveness.

STEPHENS DIRECT

2018–2019

DIGITAL DESIGN FREELANCER

Brand designer for Synchrony Bank, creating credit cards, email campaigns, direct mail, and in-store signage for brands like 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

Figma

Photoshop

Illustrator

InDesign

Lightroom

Animate

After Effects

Premiere Pro

Audition

Media Encoder

Procreate

Sketch

Dreamweaver

Cinema 4D