

# Brennan Boblett Interactive Art Direction, Creative Direction, & Ideation

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## EDUCATION

2001.2003

*graphic design, new media architecture graduate studies  
portfolio center, atlanta, georgia*

1999.2001

*visual design / fine arts  
auburn university, auburn alabama*

1995.1999

*aquinas high school, augusta, georgia*

## EXPERIENCE

2009-current

**Apple, Inc. | www.apple.com**  
Senior Visual Designer, Feature Designer, full-time  
*worked on the iTunes Store redesign for desktop,  
and launch of the 3 storefront apps for iPad (app, music, books)*

## EXPERIENCE

2009-2008

**Droga5 | www.droga5.com**  
Senior Creative, full-time  
*first interactive employee at Droga5, helped them  
create multiple digital campaigns for their clients, such  
as Method, Puma, Guitar Hero, MTV, Tap Project,  
CODA, & Adidas..*

*art directed and designed everything from iPhone apps,  
viral media campaigns, OOH digital billboards, large brand  
websites, microsites and online advertising.*

## EXPERIENCE

2008-2006

**AQKA | www.akqa.com**  
Art Director, full-time  
*concepted, designed and animated the AKQA Global  
and NY reels, promoting various client work we have done.  
To view the reels, please visit my website.*

*designed and art directed various modules  
on the global smirnoff.com website, such as  
'Signature Drinks', 'Smirnoff Experience' & 'Smirnoff Mobi'*

*designed and art directed various work for a wide range of  
clients including Gucci, Benjamin Moore, AOL & Deloitte*

## EXPERIENCE

2006-2005

**R/GA interactive | www.rga.com**  
Designer, full-time  
*designed and animated various vignettes for Target's  
Design for All online experiential sitelet:  
http://designforall.target.com*

*designed and developed a online marketing / banner  
campaign for Target to showcase Spring/Summer  
offerings in the home and fashion categories*

*designed, multiple directions for the Intel Centrino website,  
showcasing it's latest update to the chipset, and touting  
various benefits. Art directed photo shoot for sitelet*

*designed various directions for Intel Viiv microsite,  
an immersive flash experiential approach to it's new  
home entertainment offering*

*concepted on the brand platform site for Intel for all  
things Digital Home, a site that allowed users to  
experience all of Intel's offerings in home entertainment.*

## EXPERIENCE

2004

**Deepend New York | www.deepend.com**  
Designer, full-time  
*designed a concept in-flight entertainment gui for  
Virgin America airlines, and animated the prototype.*  
*designed a cd-rom flash interactive application for  
Oxford Health Care which featured full walkthrough and  
demo of the new broker application; idea*  
*designed and produced a 90 second brand vision spot for  
Schick Quattro for women launch*  
*designed an identity mark for Capstone, a financial trad-  
ing company in the NYSE*

## EXPERIENCE

2003

**Microsoft Corporation | www.microsoft.com**  
USX Designer, full-time internship  
*product designer for the microsoft user experience team in  
the windows client division.*  
*designed the user interface as well as implementing the  
backend of the msxdesign intranet site using dynamic  
technologies which served as a reservoir for all prototype  
work on the longhorn and blackcomb os systems*  
*designed/concepted various video sequences for the OOBE  
that would run full-screen, attracting as an intro sting for  
the OS upon first-boot, highlighting various components  
of Windows codenamed "Longhorn" - now Vista*

## DIGITAL SKILLS

<i>adobe after-effects CS4</i>	<i>adobe flash CS4</i>
<i>adobe photoshop CS4</i>	<i>adobe dreamweaver CS4</i>
<i>adobe illustrator CS4</i>	<i>mac os x</i>

## SPECIALTIES

*interactive art direction, creative direction, ideation,  
ux & ui design, motion design & visual prototyping*

## AWARDS

*Cannes 2007 Bronze Cyberlion: Smirnoff.com  
Communication Arts 12.2006 Annual: Nike iD  
AIGA Design Archives: Nike ID  
Ad Tech Awards : Best Consumer Web Site Target DFA  
Ad Tech Awards : Best In Show Target DFA  
STEP magazine : Best designed site Target DFA  
Web Awards : Target Design for All, Outstanding Web site  
One Show 2002 interactive contest; first place gold  
Fort Gordon swim team; placed 16th in the nation*

## MEMBERSHIPS

*American Institute of Graphic Arts  
Museum of Modern Art, NYC*

## REFERENCES

*David Droga | Founder & Creative Chairman  
ddroga@droga5.com  
(917) 237-8888*  
*Rei Inamoto | Global Creative Director  
rei.inamoto@akqa.com  
(415) 645-9550*  
*Damian Claassens | Group Creative Director  
damian.claassens@akqa.com  
(212) 624-2076*