



41 Union Square West, Suite 1035, New York NY 10003 « Telephone: 917-664-3102 « Facsimile: 646-808-0841 « Electronic Mail: Brandon@Design-O-Matic.com

## **K. BRANDON BELL**

### **Design/Motion/Interactive/Mobile/Video**

Brandon is President/Executive Creative Director of Design-O-Matic and holds both a BFA and MFA in Graphic Design. He has taught at the University of Memphis, SUNY Purchase School of Design, Pratt Institute and Parsons.

Brandon enjoys the flexibility of working with Interactive, Video and Traditional Media. He has done branding for clients such as 3M, Def Jam and DeWalt; print design for International Paper, Circus Circus Casinos and the PGA; interactive projects for IBM, Disney, Motown, Discovery and HBO; and video/motion design for Bravo, TLC, Rolling Stone and Maxim Magazine. Other recent clients include AMC, Samsung, Fuji, Dassault Falcon, Parker Meridien Hotels, KPMG and Cosmo. His work has received honors from the One Show, New York New Media Awards, International Web Awards and the Memphis Advertising Federation.

Brandon has badly impersonated Elvis in two Memphis City Christmas Parades, shot a photo series in Louisiana's Angola prison, and DJ'ed both live and as a resident at several radio stations. Although he refuses to positively confirm, he may or may not have been at least partially responsible for the closing of a chain of Benetton's.

## **EXPERIENCE**

### **President/Executive Creative Director : Design-O-Matic**

Available for Video, Interactive, Print & Branding Projects (NYC)

[Motion graphics, pre-production, field production & post-production for online, DVD and broadcast; Interactive design with an emphasis on high end HTML/Flash hybrid projects; Mobile application development for iPhone, tablets, traditional handsets & more; Print design; Branding; Class instruction & guest lecturing; Art Direction; Creative Direction.]

### **Senior Art Director**

Dennis Interactive (NYC)

[Web/CD-ROM/Kiosk/Interactive design with an emphasis on high end dynamic Flash-based projects; Art Direction; Preparation of project proposals; Client presentation; Ad/Print design.]

### **Design Consultant**

Misc Interactive and Branding Design (NYC)

[Multimedia/Web and print design; Product-line and corporate branding; Packaging and Point-of-Purchase design.]

### **Art Director**

Sossaman Bateman Advertising (Memphis)

[Web, Print, Outdoor and Informational Signage Design; Photography and Illustration Art Direction; Presentations to both small and very large groups.]



## **EDUCATION**

### **Master of Fine Arts**

Graphic Design  
Cum Laude  
University of Memphis

### **Bachelor of Fine Arts**

Graphic Design  
Magna Cum Laude  
Louisiana Tech University

## **ABILITIES**

**Video/Motion :** Ability to pre-, location- and post-produce full video projects; Shoot coordination with full field crews; Experience in field production with live events, interviews and scripted shoots; Video editing with a variety of digital platforms; Motion graphics design in After Effects; 3D; Experience in DVD, online and broadcast video.

**Interactive :** Ability to manage, concept, design, code and complete full-scale projects. Mobile application development for iPhone, tablets, traditional handsets, etc.; HTML coding and HTML design; Flash animation and ActionScripting for Websites, CD-ROMs, etc.; JavaScript coding and design integration; Ajax, DHTML & CSS design and integration.

**Traditional :** Experience in a complete range of media, from print to outdoor to packaging to branding. Years of direct experience with identity and branding, advertising conception and design, outdoor, informational signage, direct mail, point of purchase, publications, packaging, collateral, etc.

**Lectures :** Syllabus creation & collegiate class instruction in design and interactive; Creation and presentation of corporate training courses in digital project methodology and various interactive and video applications such as Flash and After Effects; Guest speaking.

## **URLS**

**Please see our portfolio site for direct links to current and past projects:**

[www.design-o-matic.com](http://www.design-o-matic.com)



## SELECTED CLIENTS

HBO  
MTV  
Demetri Martin  
Jon Stewart/Busboy Productions  
USA Network  
BRAVO  
TLC  
CNN  
AMC  
Sesame Workshop

Disney  
Universal Music/Motown  
Discovery Online  
Animal Planet Online  
Circus Circus Casinos  
PGA

Organic  
J Walter Thompson  
Saatchi & Saatchi  
Rush Communications/Baby Phat/Def Jam/Russell Simmons  
Desgrippes Gobé

Hearst  
Maxim  
Travel + Leisure  
Blender Magazine  
Random House  
Jane Magazine  
The Week Magazine  
Stuff Magazine  
Rolling Stone

Clinique  
Vogue  
Parker Meridien Hotels

Nokia  
Samsung  
Casio  
Sirius Satellite Radio  
Fuji  
EathLink  
AOL  
Motorola  
Comodo  
IBM  
iPIX

International Paper  
KPMG  
Deloitte  
Hammermill Papers  
Dewalt  
Eli Lilly  
Novartis  
Memphis International Airport  
Dassault Falcon

Pratt Institute  
Parsons  
SUNY  
AT&T Performing Arts Center