

## Professional Experience

### **Creative Dir. / Brand Creative Specialist + Fine Artist**

Consultant in brand design, strategy development and implementation. Advising new businesses on creative execution in the areas of brand identity, print, web, broadcast, new media and Illustration.

- | Set design creative and audio for live shot and interview CBS Evening News Atlanta.
- | Digital and experiential strategies and design consulting for DC and Atlanta clientele.
- | Creative consultant for new Bay area client base.

### **Studiob3 Client Results**

Successful business, revamp of brand identity and creative strategies for mistermigs.com, Wow In-Sync,UA and UAX. On going revamp of brand identity and creative strategies for NUMARK ASSOCIATES. Successful, promotional poster design marketing for Soul Mountain Music Festival, Colorado. Initiated continued brand alignment thru set design enhancement for CBS Evening News Southeast Bureau. Several, live shot and interviews audio for CBS Evening News, CBS This Morning, and CBS Sunday Morning.

### **Creative Services Director/iMi Agency 2006-2008**

All creative project developments and strategies for internal and external client on and off premise initiatives.

- | Design direction for all creative for award winning magazine (IntheMix magazine)
- | Developing marketing creative for agency promotions, incentives and recognition programs for the food and beverage industry.

### **IMI Agency Results**

Successful business, re-brand of all internal and external collateral initiatives  
Responsible for creating the approach that earned INTHEMIX Magazine award winning status in the F&B community. Responsible for establishing strategic, design criteria for internal and external partners creative business needs. Responsible for establishing all new design criteria for IMI's food and beverage marketing initiatives.

### **Senior Creative Manager/The Weather Channel 2000-2005**

Strategic, department head for this Broadcast Cable network design group.

- | Strategic, design direction on all department long/short term creative initiatives.
- | Project management, and strategic leadership of a ten-person broadcast design staff.
- | Budget management of broadcast, print and promotion groups.



## **The Weather Channel Results**

Successful, implementation of extensive re-brand of all broadcast, programming show elements.

Led the revamp and execution of all new, production broadcast formats

Researched creative, specifications, which gained corporate budgeting support for a million plus broadcast, set build-out. Executed an environmental and brand ID revamp proposal for the corporate headquarters. Research and installation of render and archive facility for digital and video properties.

Promax/BDA team design awards Gold Silver and Bronze 2000-2005

## **Sr. Broadcast Prod. Designer/CNN/Sports Illustrated 1996-2000**

| A member of the original CNNSI launch team.

| Scenic, set enhancement and implementations.

| Show development, animated bumps, and transitions for CNN/SI production initiatives.

## **Design Awards**

Magazine Society of the Southeast

Gold and Silver Cover Awards In the MixMagazine 2008

Gold and Silver Cover Awards In the MixMagazine 2008

Cover Awards for photography Calvin Lockwood photographer.Aug 2008

Silver and Bronze Cover Awards In the Mix Magazine 2007

Silver and Bronze Cover Awards In the Mix Magazine 2007

Gold Cover IMI Drinks Magazine 2006

Gold Cover IMI Drinks Magazine 2006

## **PROMAX/BDA**

Gold and Silver Team Awards 2001 - 2005

for broadcast design, open and set designs.

## **Education**

Art Institute of Atlanta, Field of Study: Web Design (Technical diploma 2010 - )

Maryland Institute, Major: Graphic Design /Minor: Fine Arts

## **Memberships**

Magazine Society of the Southeast, AIGA, DMI/Design Management Inst., Promax/BDA

Washington Art Directors Club

## **Technology Software:**

Macintosh/PC Production platforms: QuarkXPress, MicroSoft, Adobe Creative suite CC,

## **Carl H. Bradford III**

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