



CONTACT

Location

Los Angeles, CA

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SKILLS

- Social media design
- Digital illustration
- Email design
- Client communication
- Visual storytelling
- Creative direction
- Packaging design
- Motion graphics



EDUCATION

San Diego State University

B.A. Multimedia Design

BRENT P. HOLLINGWORTH

Graphic Designer | Art Director

Professional Summary

Experienced Graphic Designer with expertise in Adobe Suite, print and digital design, and motion graphics, specializing in creating compelling visual narratives. Proven ability in leading creative projects for major events and brands. Seeking to leverage skills in Creative Direction to drive innovative campaigns in the next role as Graphic Designer.

EXPERIENCE

LEAD GRAPHIC DESIGNER — ADTN DESIGN TEAM

March 2021 - Present (Ongoing Contract)

- Lead graphic artist for Hang Ten Surf Apparel Kids & Teens, Spring & Fall 2022/2023 boys & girls lines.
- Digital art production for a wide range of brands ranging from Men's Apparel to Kids & Teens clothing.
- Adobe Illustrator based vector art, typography design, textile and engineered print repeats.
- Meticulously composed screen print call out sheets, CAD and tech pack development.
- Manage brand assets for apparel lines purchased/distributed with JCPenney, Bloomingdale's and more.

LEAD GRAPHIC DESIGNER — ON LOCATION EXPERIENCES

August 2022 - December 2025

- Lead Graphic Designer for Golf, Tennis & Motorsports divisions generating media for use across social media platforms, email marketing and print.
- Comprehensive knowledge of Adobe Suite.
- Production of online and printed marketing materials utilizing Photoshop for image composites and editing, InDesign for building proposal and sales decks and Illustrator for small to large scale on-site materials including billboards, harmony stands, event credentials, pamphlets and more.
- Official creative design creation for affiliate programs and partners including NY Fashion Week, Coachella Music Festival, NFL, NASCAR, PGA, NCAA and WWE including motion graphics.

CREATIVE DIRECTOR — BREEZE CREATIVE AUDIO & VISUAL

January 2019 - Present

- Independent Graphic Design with clients including NWSL (National Women's Soccer League), Music Box (750 cap venue in San Diego, CA), Same Same But Different Music Festival and many more.
- Project partnerships with major league sports networks including NFL, NCAA, NASCAR, UFC, MLB and Formula 1.
- Budget allocation and maintenance, coordination with accounting team, hire and manage freelancers.

References available upon request.



INTERESTS

- Music & Audio
- Sketching
- Painting
- Weight Lifting
- Running
- Surfing
- Print Techniques
- Photography

ADMINISTRATIVE ASSISTANT/RUNNER - RECORD PLANT STUDIOS

November 2019 - January 2021

- Responsible for handling studio bookings with major label artists and production & writing teams.
 - Prepare studio Live and Control rooms for artist specific requirements ranging from hospitality requests to audio recording/mixing equipment and instrument patching and preparation.
 - Assistant Engineering.
 - Administrative duties, scheduling, calendar maintenance, excel spreadsheets.
- Enter recording studio session pertinent information into computer data base system to track session requirements in case of return dates for future sessions to complete congruent projects.

JUNIOR DESIGNER/PARTNERSHIP COORDINATOR - MUSTACHE BASH

May 2014 - December 2017

- Boutique Music Festival, Mustache Bash, hosts an annual concert featuring national touring acts.
- Strong teamwork skills working with Event Director and Producer as well as other design team members to create aesthetically pleasing and informative proposal decks in Photoshop and InDesign.
- Meticulously edit and customize digital documents to cater to specific brands using clipping masks, layer masks, pen tool, photo editing and applying typography skills.
- Custom tailoring of partnership package deck included stage banners and web pages designed in order to present the options of on-stage and online advertising to brands.
- Sleek final product and efficient communication awarded our team partnership with such brands as Anheuser-Busch, Sector 9 Skateboards and Guayaki Brand Yerba Mate.

References available upon request.