



BRENDAN BOND

EXPERIENCED CREATIVE DIRECTOR & BRAND SPECIALIST

WWW.BRENDANBOND.COM • 802.922.4781

Expert in the development of creative direction and brand strategy for SMB and Enterprise companies

Passion for creative design that drives awareness and business interest based on corporate objectives. Bringing 14+ years of experience in brand strategy, solid design principles, and an array of technical talents to deliver creative vision, direction, communication, and management. Core Competencies in Adobe Creative Suite, Corporate Creative Direction & Strategy, and Brand & Identity work.

PROFESSIONAL EXPERIENCE



Director; Creative, Graphic, and Digital Art Cribl

Mar 2021 – Feb 2023

Brought on board to lead all aspects of creative direction and branding, going from a small startup to a multi-billion dollar multi-product software company.

- Developed brand strategy, standards, and guidelines — elevating brand awareness from unknown to well-established.
- Worked cross-departmentally with dozens of stakeholders, ensuring a unified and on-brand vision/voice.
- Created hundreds of branded assets — from collateral to websites to takeovers in Times Square, San Francisco, and Las Vegas — and everything inbetween. Basically, I wear lots of hats.
- Worked with numerous OOH vendors in the production of events, collateral, giveaways, outdoor advertising, etc.
- Successfully hired a small in-house team, as well as first contractor, to more rapidly expand internal design support.



Director; Creative and Digital / Web Extreme Networks

Aug 2019 – Mar 2021

After successful acquisition exit, brought on board to lead both creative and web teams.

- Developed updated Brand Strategy / Direction, Proposed to Board of Directors. Approved by Quorum.
- Tested existing UI efficacy, made considerable, measurable improvements to interface through user testing.
- Implemented high-level verticals-based strategy to improve conversion; targeted conversions @ 3x standard.
- Managed team of nine in-house employees concurrently with staff of eleven in OOH agencies.



Creative Director Aerohive Networks

Oct 2017 – Aug 2019

Hired to spearhead branding, corporate creative direction; and creative campaigns. Developed and executed full rebrand strategy during company turnaround, leading to successful acquisition exit.

- Worked closely with executive staff on successful rebrand
- Cross-functional management of projects across marketing, product marketing, products, executive staff, sales, and support to achieve corporate brand and design goals
- Managed internal web development team, as well as out-of-house creative vendors
- Developed brand, collateral, and web properties for dozens of successful worldwide events

PROFESSIONAL EXPERIENCE (CONTINUED)



Creative Director **Couchbase, Inc.**

Apr 2014 – Oct 2017

Hired to lead design, creative direction, and branding in order to establish a cohesive corporate identity.

- Solely responsible for Brand and Corporate Creative Direction
- Cross-functional management of projects across Marketing, Engineering, Product Marketing, and Executive teams to achieve corporate design goals
- Designed booths, signage, branded content, and experience for global corporate events including annual user conference, growing in three years from 300 to 1800 attendees
- Designed and implemented templates for Marketo Landing Pages, eBlasts, Datasheets, and other branded collateral
- Developed brand identity for developer community, sales programs, engineering, and learning services teams
- Contributed to product design and UX flow for Product Setup wizard
- Managed out-of-house Creative teams in production of website, marketing campaigns, presentation design, and production for events

BRIGHTEDGE

Principal Designer **Brightedge Technologies**

Feb 2012 – Apr 2014

Hired to independently lead design and branding in a fast-paced environment in order to grow market share.

- Sole owner of complete corporate rebrand, including logo design, business collateral, and website
- Designed User Interface for Adobe Analytics / Adobe Experience Manager plugin
- Contributed to Product Design, User Experience, and User Interface with overhaul of product dashboard design
- Developed Website Information Architecture, User Interface, and User Experience for new corporate website
- Developed templates for Landing Pages, Email Campaigns, Datasheets, and other collateral



Motion Graphics Designer **Rearden Commerce**

Jun 2009 – Feb 2012

Hired to develop video and motion graphics assets in promotion of internal and external brand communications.

- Designed and produced motion graphics spots in support of brand communications and global demand generation
- Developed instructional video series for product marketing team
- Defined visual style of motion graphics during corporate rebrand



Art Director **Cornell University**

Oct 2008 – Jan 2009

Directed 11 Person Team in production of Interactive Video Game / Autism Spectrum testing tool
(Sponsored by National Science Foundation)

EDUCATION



MFA, Computer Graphics Design **Rochester Institute of Technology, Rochester, NY**

Graduated May 2008

Graduate Assistant Professor for Graduate-level 3D Modeling Classes, Member: AIGA



BFA, Graphic Design **Castleton University, Castleton, VT**

Graduated June 2004