

# Bryant Cook

Visual Design | UX/UI Design | Digital Strategy



315-439-9343

Bryant@BryantCookDesign.com  
www.BryantCookDesign.com

## Education

### SUNY Oswego

• Bachelor of Fine Arts, Graphic Design

Oswego, NY  
Graduated 2011

### Cazenovia College

• Bachelor of Fine Arts, Visual Communication

Cazenovia, NY  
2007 - 2008

## Employment

### Pinckney Hugo Group

Syracuse, NY

#### Senior Digital Designer

July 2018 - Present

- Expanded role to include analytics for data-based decisions within designs to create successful and thoughtful campaigns.
- Increased responsibilities for junior design review.
- Designed and developed to meet modern web compliance & accessibility standards: ADA & WCAG.
- Explored potential marketing growth area for the company using YouTube as a brand awareness tool for clients.
- Created campaign strategy, wrote marketing language, mapped user flow tunnels, and acted as creative lead on top brands such as Kidde Fire Safety Products and BUSH's Baked Beans.

#### Digital Designer

July 2015 - July 2018

- Prioritized user experience, functionality, and client goals as clear objectives when executing designs.
- Trained junior designers on how to animate HTML5 banner ads, develop emails, and design websites for Bootstrap.
- Optimized websites post-launch for speed. Aimed to have 90%+ Google Page Speed Scores.

#### Junior Digital Designer

July 2013 - July 2015

- Created a hybrid email template that merged fluid-based and stepped responsive for more creative control.
- Designed with responsive in mind for emails and websites.
- HTML 5 banner design, animation, and packaging.
- Completed Codecademy training on HTML, CCS3, PHP, and JS.

### WYNIT Distribution

Syracuse, NY

#### Associate Graphic Designer

December 2011 - July 2013

- Developed and designed email marketing campaigns.
- Created trade show materials for the Consumer Electronics Show (CES) in Las Vegas.
- Designed with the intention of always keeping the brand appearance, being personable, and sales oriented.
- Created daily sell-sheets for sales representatives.

### ISCA Design

Oswego, NY

#### Graphic Designer

May 2010 - May 2011

- Focused on visual hierarchy within typography to help guide the reader through a page.
- Unique and custom logo creation for a variety of clients.
- Produced a forty-eight page magazine for Syracuse Invitational Horse Show.

## Side Projects

### The EPIC Storm

Website / Brand

#### President & Content Coordinator

May 2015 - Present

- Managed a team of writers, editors, and videographers based around the same gaming passion to publish monthly articles series, daily play-by-play videos, and so much more.
- Created a website as a free content resource.
- Focused on creating a consistent brand narrative from look to language while also making informative pieces to help the reader learn the ins-and-outs of the strategy.
- Cultivated an email following from zero subscribers to a few thousand in two years.
- Opened a storefront for fans while also producing merchandise, memorabilia, and more.
- Quadrupled the growth of the company's YouTube Channel in a single calendar year.
- Increased profits year after year.

### The Eternal Glory Podcast

Podcast / Brand

#### Co-founder & Podcast Host

May 2019 - Present

- Managed topics, show notes, donations, editing, and guests on our bi-monthly podcast episodes.
- Created a website, RSS feed, and other integrations to allow seamless go-live of each episode.
- Tracked engagement, listeners, and episode metrics.
- Social outreach and growth.

## Programs & Skills

### Programs

- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Adobe InDesign
- Adobe Animate (Flash)
- Adobe Dreamweaver
- Adobe After Effects
- Adobe Premiere
- Coda / Sublime / IDEs
- Microsoft Creative Suite

### Email Platforms

- Constant Contact
- Campaign Monitor
- Mailchimp
- Salesforce / Exact Target

### Skills

- Graphic Design
- UX/UI Design
- Digital Campaign Strategy
- PC & Mac Systems
- HTML & CSS
- Javascript & jQuery
- PHP
- Wordpress
- Google Analytics
- Responsive Email Design
- User Exp. Tunnels & Flows
- Responsive Website Design
- YouTube Marketing
- YouTube SEO
- SEO Strategy
- Responsive Website Design