

MADE BY

# BRENDITO



HOWDY, I'M BRENDAN WRAY

A TEXAN DESIGNER (YEEHAW!) WITH MIDWEST ENERGY (OPE!)

EXPERIENCE

## FACT & FICTION ASSOCIATE CREATIVE DIRECTOR 2020 TO PRESENT

I lead the design and art direction for a variety of brands at Fact & Fiction, specializing in combining my loves for content creation and compelling design to create standout work. From redesigning packaging to creating merch to directing photo and video shoots, I have embraced every part of the creative process for national brands including Halo Top, AAA, Ranch Rider Spirits Co. and Voodoo Ranger IPA. I am actively involved in productions from concept to shoot to post-production: creating shotlists and moodboards, collaborating with internal and external production teams, and actively providing feedback for editing and post-production tasks. At the end of the day, I lead with intention to make the work the best it can be.

## MBB AGENCY ART DIRECTOR 2016 TO 2020

A hybrid creative, I spent my days at MBB as an art director, designer, occasional prop master, guac-maker, and overall go-to guy. During four years at MBB, I worked on a bevy of brands, with a focus in the beverage and CPG space including TILL Vodka, Rossville Union Rye, Bon Ami cleaner, and Chinnet disposable tableware. Many of my projects with these brands included developing and expanding overall brand elements and identity to apply in strategic advertising campaigns.

## PREVIOUSLY

<b>SULLIVAN HIGDON &amp; SINK</b>	<b>ART DIRECTION INTERN</b>	<b>2016</b>
<b>TRUE/FALSE FILM FEST</b>	<b>DESIGNER</b>	<b>2015-2016</b>
<b>THE MISSOURIAN</b>	<b>DESIGNER/PAGINATOR</b>	<b>2013-2016</b>

RECOGNITION

<b>2021 THE DENVER FIFTY</b>	<b>HALO TOP ORGANIC SOCIAL</b>
<b>2020 SILVER KCMO ADDY</b>	<b>ROSSVILLE UNION RYE I01</b>
<b>2020 SILVER KCMO ADDY</b>	<b>2020 VISION CALENDAR</b>
<b>2019 AIGA KC AWARD</b>	<b>ROSSVILLE UNION RYE I01</b>
<b>2019 GOLD DISTRICT ADDY</b>	<b>BETTER TOGETHER CALENDAR</b>

SCHOOL

<b>UNIVERSITY OF MISSOURI</b>	<b>SCHOOL OF JOURNALISM</b>	<b>2012-2016</b>
BJ '16 - Strategic Communication – Art Direction	Walter Williams Scholar	
Minors in Film Studies and Business	Honors Certificate	
	Multicultural Certificate	