

BRENDITO



HOWDY, I'M BRENDAN WRAY

A TEXAN DESIGNER (YEEHAW!) TIED TO THE MIDWEST (OPE!)

EXPERIENCE

FACT & FICTION SENIOR DESIGNER 2020 TO PRESENT

At F&F, I work on a variety of brands for both design and art direction tasks, specializing in the intersection of content creation and compelling design. From packaging design to photo and video shoots, I have worked on projects for a variety of brands including Halo Top, Voodoo Ranger, and Ranch Rider Spirits Co. Beyond traditional design, I have also actively been involved in productions from concept to shoot to post-production: creating shotlists and moodboards, collaborating with internal and external production partners, and actively providing feedback for editing and post-production tasks.

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 Chinet 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

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|------------------------|----------|-----------|
| SULLIVAN HIGDON & SINK | INTERN | 2016 |
| TRUE/FALSE FILM FEST | DESIGNER | 2015-2016 |
| THE MISSOURIAN | DESIGNER | 2013-2016 |

RECOGNITION

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|-------------------------|--------------------------|
| 2021 THE DENVER FIFTY | HALO TOP ORGANIC SOCIAL |
| 2020 SILVER KCMO ADDY | ROSSVILLE UNION RYE 101 |
| 2020 SILVER KCMO ADDY | 2020 VISION CALENDAR |
| 2019 AIGA KC AWARD | ROSSVILLE UNION RYE 101 |
| 2019 GOLD DISTRICT ADDY | BETTER TOGETHER CALENDAR |

SCHOOL

UNIVERSITY OF MISSOURI SCHOOL OF JOURNALISM 2016

BJ '16 - Strategic Communication – Art Direction
Minors in Film Studies and Business