

B. REGINALD HARRISON

creative strategy professional

summary

Insightful creative and resourceful problem-solver with a keen grasp of emerging technologies. Expert design savant that uses his hybrid skill set to explore innovative, impactful ways for developing narratives across a range of media channels. Proven collaborator who believes in the process of giving good ideas the opportunity to become great ones.

work experience

2015 - PRESENT

User Experience Designer, Visual / Product

Autotrader/Cox Automotive • Atlanta, GA

Key member of cross-functional program team within enterprise agile process. Strategize solutions supporting business and user needs while considering investment and technical requirements. Responsible for leading design activities within program team and creating deliverables that communicate the desired user experience of web-based products. Lead the creation of design concepts to communicate design direction. Collaborate to refine the interactive experience and produce solutions consistent with Autotrader brand.

Notable accomplishments:

Entertainment Marketing Advisory Board Member, Saint Joseph's University • Led first full production release using fully responsive Chopstrap UI framework - the first hybrid Product/UX effort across media uniquely themed on single code base for each brand (Autotrader and Kelley Blue Book).

2010 - 2015

Creative Director

Coldfinger Studios • Atlanta, GA

Led research, innovation, cross-functional team collaboration, art direction and execution for major accounts. Identified target project goals and qualified metrics for success. Advised on content strategy, including integrated media channels and marketing strategy.

Notable accounts and accomplishments:

CARE • Cox Communications • Southern Company • ASPIRE Network • Co-produced film selected to screen at Sundance Film Festival and compete at esteemed Cannes Court Métrage

2008 - 2010

Digital Art Director

Coldfinger Studios • Atlanta, GA

Drove all creative executions for major accounts across key media channels including film, broadcast and digital. Led full creative workflow and multi-disciplinary team collaboration. Planned and directed video and photo shoots. Mentored and trained junior-level team members.

Notable accounts and accomplishments:

Southern Company • UPS • Diageo • Nationwide • Paul Robeson Award Winner for Long Narrative

2003 - 2008

Visual Designer / Editor

Coldfinger Studios • Atlanta, GA

Produced high-res industrials and integrated video content. Led full production workflow for execution across brand, broadcast & digital - from concept, script development and principal photography to post editorial, color grading and final delivery.

Notable accounts and accomplishments:

Sprint • Kellogg Company • HBO • Rainforest Films • Doorpost Film Festival Winner • BET Lens on Talent Finalist

skills and fluency

CREATIVE STRATEGY

ART DIRECTION

INTEGRATED MEDIA

VISUAL DESIGN

ADOBE CLOUD

VIDEO PRODUCTION

USER EXPERIENCE

NICHE MARKETING

BRANDING / IDENTITY

DATA & ANALYTICS

education

Master of Fine Arts, Advertising

Savannah College of Art & Design

2015

Atlanta, GA

Certificate, Digital Editing

New York Film Academy

2008

Los Angeles, CA

Bachelor of Science, Electrical Engineering

Florida A&M University

2004

Tallahassee, FL

let's connect

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Digital Portfolio

www.brharrison.com

LinkedIn Profile

linkedin.com/reginaldharrison