



A dynamic, creative designer with exceptional artistic and communication skills. A bright leader with broad experience in all areas of visual design and marketing communications. Passionate about design and eager to collaborate with others. Remarkable ability to develop strong concepts and build to implementation. Adept at translating client business brand goals into compelling, innovative design solutions. Superb ability to multi-task and manage multiple jobs while maintaining a distinct attention to details. Knowledgeable in web information architecture, interaction design and usability testing. Professional, graceful and effective under pressure.

## TALENTS/

Marketing Advertising	Detail-Oriented	Develop Brand Extensions
Problem Solver	Flash/Dreamweaver	Efficient and Effective
Printing Knowledge	Written Communications	Wed Design / Management
Project Scopes and Schedules	Team Player	Adobe Creative Suite

## ACHIEVEMENTS/

### Think Design, Inc.; Creative Director, 1997-2011

Lead design vision, new business development and agency direction. Managed and mentored a full-service design office with designers, copywriters, photographers.

- Grew business from a handful of clients to several each year
- Grew firm head count from 1 to 5 people
- Managed up to 20 clients at any given time
- Worked well with clients effectively presenting marketing strategy and concepts
- Established budgets, managed time and allocated resources for each project

Created brand platforms, strategic directions, marketing plans, corporate identity systems, sales collateral, product packaging, web sites, trade show installations and advertisements. Notable clients include: Community Idea Stations, Williams Mullen, Nationwide Insurance, Village Bank, ValueOptions and CapTech.

- Repositioned several businesses to take advantage of new opportunities and profit centers
- Sparked new interest and grew market share
- Achieved greater brand awareness and perceived value for clients
- Increased client employee pride boosting productivity and employee retention
- Consolidated and focused client's message to a unique and consistent brand

## ADDITIONAL ENGAGEMENTS/

Adjunct Professor, Virginia Commonwealth University, School of the Arts

**Zeigler Associates**, Richmond VA. Senior Designer, 1995-97

**Tolleson Design**, San Francisco, CA. Senior Designer, 1991-94

**Chronicle Books**, San Francisco, CA. Graphic Designer, 1991

## EDUCATION/

California College of the Arts (CCA), San Francisco, CA BFA, Graphic Design, 1991

Virginia Commonwealth University, Richmond, VA Drawing and Painting major, 1989

## AWARDS/

Cited for excellence by the American Institute of Graphic Arts (AIGA), The Annual Report 100, IABC and the Richmond Show. Work published in Communication Arts, How and Print magazines.

## PORTFOLIO/

[www.thinkdesigninc.com](http://www.thinkdesigninc.com)

[www.bradleycrouch.com](http://www.bradleycrouch.com)