

Bradley S. Bookler
creative director

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experience

2016 - present
Surgent Professional Education
Creative Director

concept, architect, design, execute, and direct all creative marketing, brand, and e-commerce initiatives for financial education organization

2008 - 2016
PointRoll / Sizmek
VP, Creative Director

organize and manage a team of 50+ creative professionals, direct accounts worth over \$45 million, supervise acquisition process

2005 - 2008
Cadient Group
Associate Creative Director

wireframe, design, and direct new media projects for clients including: Novartis, AstraZeneca, Amgen, Pfizer, Shire, J&J, and ZLB Behring

2000 - 2005
Freelance Creative Director

concept, design, and execute identity, print, and new media projects

1999 - 2000
US Interactive - Philadelphia Office
Art Director

design and direct new media and identity projects for clients including: Corporate Executive Board, Peakhealth, and Save the Children's K4K

1997 - 1999
Kingswood Interactive
Interactive Art Director

design, execute, and maintain new media projects for clients including: SmithKline Beecham, Comcast Metrophone, and David's Bridal

clients include:

- Microsoft •
- Armani Exchange •
- Kodak •
- Bobbi Brown •
- PepsiCo •
- Sony Style •
- Saturn •
- Good Humor •
- Unilever •
- Zany Brainy •
- Wyeth •
- Cephalon •
- J & J •
- Quest Diagnostics •
- E*Trade •
- SEI Investments •
- Deloitte •
- Hotwire •
- PA Lottery •
- Ziff Davis •
- BMG Music •
- Showtime •
- moe. •
- Saint-Gobain •
- Danella •
- Bradford White •
- Binswanger •
- Jake's Restaurant •
- Cuba Libre Restaurant •
- Villanova University •
- University of Pittsburgh •
- University of the Arts •
- Ocean County College •

other skills

information architecture

expertise in the Macintosh and PC computer operating systems and the following applications:

Photoshop	After Effects	Keynote
Illustrator	Fireworks	Acrobat
Indesign	QuarkXPress	VVO
Dreamweaver	Word	Picreel
Muse	Excel	Sitefinity
Premiere	Powerpoint	WordPress

programming languages: HTML, CSS, JavaScript

education

1997
University of the Arts
Philadelphia College of Art and Design
BFA in Graphic Design and Animation

1992
Villanova University
BA in Communications
Concentration in Marketing, PR,
Advertising, and Journalism

portfolio, web addresses and references available upon request