

BRYAN YOUNG

I'm a Cincinnati-born,
New-York-grown,
LA-based, all-around
experienced design guy.

CONTACT

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EDUCATION

Northwestern University
BA in Psychology
Minor in Marketing
Magna Cum Laude
36/36 ACT

WHAT I KNOW

Brand

Creative Direction, Strategy

Design

*Art Direction, Interactive,
Print, Illustration*

Interaction

UX/UI, Responsive, Native

WHAT I LOVE

Finding creative, unexpected
solutions to important problems.
Variety and diversity in all its forms.
The beginnings of something big.

RENEW HEALTH

When I was asked by one of Oscar's co-founders to move to LA and lead creative for his new healthcare start-up, it was easy to say yes. All we had when I started was a name, a domain, a powerhouse founding team, and an ambitious mission: rethink retirement. After two years, we dove even deeper into senior care delivery, partnering with an industry-leading health plan to reimagine prescription drug management from the ground up for their Medicare patients.

HIGHLIGHTS

Created both of Renew's brands from scratch, including logos, fonts, color palettes, and marketing materials.

UX and UI design for all (4) product verticals.

Spearheaded our content effort and managed content team.

Member of company leadership team.

TITLE & TIMING

Creative Director
2 years and counting

OSCAR

When I started at Oscar, the entire company could fit into one conference room. Three years later, it was a highly celebrated innovator (and unicorn) in the health insurance space that blossomed as a result of the ACA. As the first designer hired, I helped build our web and mobile experiences from the ground up. Later, I shifted my focus to our brand and marketing.

HIGHLIGHTS

Designed websites, iOS app, and internal tools.

Art directed multi-state marketing campaign, including TV, out-of-home, digital, social and experiential components.

Helped hire key creative and marketing roles.

TITLE & TIMING

Creative Lead
3 years

GOOGLE

As a member of The Zoo, Google's agency-like creative team, I worked with the world's top brands and agencies to concept and create interactive programs across Google's entire ad ecosystem, including DoubleClick, GDN, Google+ and YouTube.

HIGHLIGHTS

Produced and presented solutions for top brands such as Nike, Coke, Oreo, McDonald's, Universal, and more.

TITLE & TIMING

Creative Strategist
10 months

PREVIOUSLY

Senior Designer at **Kettle**, where I worked on interactive campaigns for Kiehl's, Sephora, Sesame Street, and lead the redesign of NYC's New Museum's site.

Designer and developer at **Serino/Coyne**, where I built websites and other collateral for 20+ Broadway shows, including a Times Square billboard(!)