

# BRANDON ILENSTINE

BRAND SYSTEMS • CAMPAIGN DIRECTION • INTEGRATED CREATIVE

Seattle, WA | Brandon@BlkHex.com | 206-427-3126 | ItsJustBrandon.com

- Senior Art Director and Visual Designer with 20+ years of experience leading and evolving brand systems across in-house and agency environments.
- Proven track record of driving rebrands, shaping integrated campaigns, and aligning creative with business strategy at an organizational level.
- Brings a systems-level approach to brand, connecting creative direction to long-term growth, operational clarity, and measurable business outcomes. Operates at a leadership level with ownership over brand vision, execution, and evolution.

## CORE SKILLS

- Creative Direction • Brand Systems • Campaign Development • Stakeholder Leadership

## SELECTED HIGHLIGHTS

- Led multiple \$500K+ commercial productions and integrated campaigns for a global automotive brand, from concept through final execution
- Directed multiple full company rebrands, building scalable brand systems implemented across all touchpoints
- Developed campaign platforms and messaging used in national advertising initiatives
- Led cross-functional teams and external partners to deliver high-impact creative aligned with business strategy
- Contributed to creative direction across multiple brands, ensuring consistency, clarity, and long-term brand cohesion

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**Sr. Art Director, GTB (Ford Motor Company - Northwest Dealers)**

Seattle, WA | 05/2022 - Present

- Concept, write, and pitch integrated campaigns across national and Tier 2 initiatives
- Developed campaign platforms and messaging used in national advertising
- Lead end-to-end production of broadcast and digital work with budgets exceeding \$500K
- Collaborate with cross-functional teams and stakeholders to refine and present creative across multiple approval levels
- Influence key production decisions including directors, casting, voice talent, and music
- Contribute to overall creative direction across campaigns, ensuring consistency and impact

**Sr. Visual Designer, Syndio**

Seattle, WA | 04/2021 - 05/2022

- Led a full company rebrand, establishing a scalable and cohesive brand system
- Managed design budgets, internal resources, and external partners
- Selected for Leadership Team within six months, contributing to brand/business strategy

**Art Director, Accenture / Yesler**

Seattle, WA | 02/2015 - 04/2021

- Concepted and pitched campaigns that secured over \$200K in new business
- Led design across 15+ brands, contributing to campaigns and collateral for 30+ clients
- Directed cross-functional teams of up to 12 creatives from concept through execution

**Sr. Visual Designer, Apptio**

Bellevue, WA | 10/2011 - 10/2013

- Led rollout of a company-wide rebrand across product and marketing
- Directed cross-functional collaboration across design, product, and content teams

**Art Director (Mixed Media Team), Macy's**

Seattle, WA | 2003 - 2008

- Developed seasonal campaign concepts and directed photo shoots
- Promoted from Sr. Image Editor