



BRAD DECHTER

DESIGN & CREATIVE DIRECTION

EXPERIENCE

Associate Creative Director - 03/2021 - 02/2023

The Mars Agency - NY, NY.

Direct and support the creative team in developing experiential digital and social media marketing solutions for BlueTriton (formerly Nestle Waters), New Business and Beyond Meat.

Associate Creative Director - 07/2017 - 01/2021

Momentum Worldwide, Vowel Digital/PMKBNC - NY, NY.

Concept development, art direction and execution.

Managing at both the internal and client level for American Express, Verizon, Audi, Airbnb, Microsoft, and New Business.

Freelance Sr. Art Director & Lead UX Designer - 08/2015 - 07/2017

Ready Set Rocket, Bravo Media, Cramer-Krasselt,

Seamless / GrubHub, Likeable Media, & Tribal Worldwide - NY, NY.

Senior Art Director & Lead UX Designer - 09/2013 - 08/2015

Big Fuel - NY, NY.

UI Design, Art Direction & Concept Development for Digital 360°, Experiential & Social Campaigns for T-Mobile, Burger King, Sally Hansen, Bridgestone, Weight Watchers and New Business.

Freelance Art Director & Sr. UI Designer - 04/2013 - 09/2013

The Barbarian Group, JWT, Tribal Worldwide,
& Nickelodeon Digital - NY, NY.

Art Direction & Production Design.

Freelance Art Director & UI Designer - 11/2012 - 02/2013

Bedrocket Media Ventures - NY, NY.

Interaction Design, Art Direction & Concept Development for Interactive Video & Premium YouTube content.

Freelance Art Director / Designer - 06/2011- 11/2012

Grey NY, Iris Worldwide, Tribal DDB, Time Warner Inc.,

The Dachis Group, & SS+K - NY, NY.

Art Direction & Interaction Design for Hess, Canon, Playtex, Mike's Hard Lemonade, P&G, Post-it, E*trade, Pringles.

EDUCATION

IXDMA (Formerly BDW) , University of Colorado - Boulder, CO.

Experience Design, Design Thought and Creative Technology.
May 2011

The Art Institute of Colorado - Denver, CO.

Bachelor of Arts in Graphic Design

September 2008

CREATIVE SKILL

Passion for Design, Art Direction & Creative Direction.

Mastery of Adobe Creative Suite. Designer. Photographer.

Tinkerer of HTML, CSS, jQuery, Final Cut Pro, & After Effects.

I'm also a new dad, a foster doggy failure and an after school film making mentor.