



Brian Hull

Design Executive

📍 New York City

Profile

I'm a design executive specializing in 3 things:

1. Driving strategic creative.
2. Leading teams.
3. Delivering beautiful results.

Experience

VP, Global Head of Creative Labs @ IBM Watson Media and Weather

2014-Present New York City, Atlanta, London

Lead global in-house agency delivering custom, SaaS, premium and programmatic, data-driven advertising and consumer products at scale. Combined big weather data & Watson APIs to launch the world's first cognitive AI ad and IoT utility experience – Watson Ads.

Creative Director @ Questus

2013-2014 New York City, San Francisco

Direct creative vision for 2015 launch of NBC Universal Orlando Resort's responsive mobile and web. Lead print, social, digital and e-commerce experiences for the Wizarding World of Harry Potter, Almay, Capital One, Suzuki Motorcycles and Starbucks.

Principal @ Brian Hull Designs

2012-2013 New York City, San Francisco

Delivered new business to Control Group (now Intersection), lead creative strategy for Oracle's Customer Experience (CX) Interactive launch, invented mobile/IR controlled interactive movie poster and second screen experiences for IPG Media Lab.

VP, Executive Creative Director @ Grey/G2

2010-2012 New York City, Philadelphia

Returned to Grey/G2 to lead creative vision for 30 agency accounts and multiple new business wins, including Hertz Digital AOR for NA, EMEA, APAC and LATAM, NFL Game Pass and Caesars Palace Entertainment.

Group Creative Director @ Organic, Inc.

2008-2010 New York City, Detroit, Toronto

Propel Organic into CPG with new business wins for Kimberly Clark and P&G. Winning Global Hess energy, mass financial work on Bank of America and pioneering mass social media campaigns.

VP, Creative Director @ Grey/G2

2003-2008 New York City

Designed and launched the world's largest personalized beauty care website for P&G's CoverGirl. Lead creative on multiple P&G, Mars/Masterfoods and M&M's brands, Campbell's Soup Digital AOR win.

Contact

498 Carroll Street
Brooklyn, NY 11215

718.930.8950

brianhulldesigns.com

Passions

Team Building.
User-Centered Design.
Big Data, AI & IoT.
Revenue.

Awards

Recognized in over 2 dozen advertising industry awards. Involved in over 20 filed patents for IBM. Speaker and presenter.

Tools

Expert in multi-channel audio, video, motion, graphics, interactive technologies, layout languages, big data and AI.

Education

2 Summa Cum Laude AS Degrees in Graphic Design and Authoring/Integration. Dean's List and Honor Roll awards. College of Marin, CA.

