



Philadelphia, PA  
info@braydenvarr.com  
braydenvarr.com

## BIOGRAPHY

[in](#) /braydenvarr

Brayden Varr is an Art Director at iProspect, leading their Performance Creative Practice. In his spare time, Brayden serves as a guest lecturer at schools in Boston. In his instructional role at GA, Brayden equips and empowers designers of tomorrow with everything and anything they need to know to stand out in today's world.

Being born into the digital world, he possesses a strong understanding of experience and visual design, but loves to work and think holistically, whether in print, OOH, social, TV, or beyond. Always excited by new technologies and how they can be leveraged to tell a more impactful story, Brayden first adheres to a strict focus on the idea before all else.

## EXPERIENCE

### ● IPROSPECT

Senior Art Director | July 2018 – Present

Leading and crafting our Performance Creative practice with clients like Vonage, P&G, and Microsoft.

Manages creative team and vendors.

Active participant in new business efforts.

### ● ISOBAR

Art Director | FEB 2015 – July 2018

Worked on Royal Caribbean, Wyndham, SWHP, Reebok, and SilverSneakers.

Launched new brands for Royal and Wyndham.

Built integrated digital campaigns, large platforms, content strategies and execution, and planned a few crazy parties.

Managed and directed creative teams.

Member of DAN's leadership program, Route 500.

### ● SUFFOLK UNIVERSITY ALUMI BOARD

Board Member | June 2016 – Present

Co-Chair and founder of Communications committee.

Alumni mentor for current students.

Partnered with Dean and assembling a panel of multidisciplinary professionals, we audited the current design program.

Actively worked to integrate the design program into the advertising program.

### ● GENERAL ASSEMBLY

Instructor | Jan 2018 – Present

Online and on campus instructor of the 8 week Visual design class. Maintaining a constant NPS above 70.

Workshop and boot-camps for Photoshop and Illustrator

Monthly webinars to recruit new students for Visual Design.

### ● WALLWORK CURRY MCKENNA

Art Director | Jan 2013 – FEB 2015

Worked on Boston Private Bank, DCU, Harvard Pilgrim, Harvard Kennedy School, MIT, Minuteman Health, Muck Boots, Tufts Medical Center, and Wentworth.

Art Directed thoughtfully crafted integrated campaigns, TV spots, branding, direct mail, digital, and web projects.

Managed vendors, studio artists, developers, and a wide variety of clients and projects.

### ● DIGITAS

Assoc Art Director Intern | Summer 2012

Worked on Aflac and Dunkin

Art directed and designed Dunkin's first ever mobile app.

## ET CETERA

Studied Painting in Prague

Large group Facilitation Skills Training Apple, 2011.

Classically trained Saxophonist.

Eagle Scout.

## EDUCATION

NEW ENGLAND SCHOOL OF ART AND DESIGN AT SUFFOLK UNIVERSITY

BFA in Graphic Design

Cum Laude | Fall 2012