



Bradley W. Bishop, MFADT

Principal of Velocicolor

www.velocicolor.com

206.419.3547

## Education

Parsons; New York, NY; Masters Degree, Design & Technology, 6/04  
School of Visual Concepts; Seattle, WA; Design Track, 5/02  
Bowdoin College; Brunswick, ME; Bachelors Degree, 5/96

## Software

**Adobe CS6:** Photoshop, Illustrator, InDesign  
Flash, Dreamweaver, After Effects, Freehand  
**Apple:** iWork & Final Cut Pro 7  
**Microsoft:** Office

## Skills

Design • Art Direction • Creative Direction  
Brand Consulting • Project Management  
Writing • Casting • Directing • Producing  
Visual Effects • Sound Design • Editing

## Objective

To build stronger brands with compelling stories designed and produced in any media.

## Clients

### Sports

Seattle Seahawks  
Seattle Sounders  
UW Huskies

### Apparel

Diadora Shoes  
Brooks Shoes  
REI

### Broadcast

G4 TV  
TBS

### Healthcare

Group Health Cooperative  
Premera Blue Cross  
Miracle Ear

### Financial

Washington Mutual  
Merrill Lynch  
Infosys

### Construction

OPUS Construction  
York HVAC

### Software

Windows XP  
Speed Tax  
Zettics

### Wireless

AT&T | Motorola | Nokia  
Qwest Wireless

### Electronics

Mackie Audio  
Microsoft Xbox 360

Please Note: Some of these clients were retained in cooperation with ad agencies such as Wexley School for Girls, PR firms such as Waggener Edstrom, IT firms such as Capitol Media, film & video outfits such as Proffer, and contracting agencies such as Aquent.

## Experience

**Velocicolor**, Seattle, WA, 03/05-Present, Principal, Creative Director, Brand Consultant  
Duties: Designed, directed, and produced advertising campaigns, interactive multimedia, branding, and collateral, across multiple platforms including print, web, and television.

**AT&T (CXT)**, Bothell, WA, 11/10-06/11, Contract Designer, Motion & Animation  
Duties: Designed and animated online ad campaigns, videos, landing pages and mini-sites. Designed real world online applications of next generation brand.

**Proffer Productions**, Kansas City, MO, 06/04-06/05, Creative Director, Broadcast Designer  
Duties: Shot, designed, edited, and compressed digital videos for B2B media, events, and websites. Designed and developed interactive DVD's and commercial websites.

**Design Alchemy**, Seattle, WA, 06/00-09/02, Principal, Graphic and Interactive Designer  
Duties: Designed and built commercial websites, interactive multimedia, corporate identities, print promotions, ads, and publications.

**School of Visual Concepts**, Seattle, WA, 03/00-07/07, Teacher and Teacher's Assistant.  
Duties: Helped students learn Flash, Photoshop, Illustrator, Freehand, and Quark.