

# I'm Bryan Young

## CONTACT

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## EDUCATION

Northwestern University, 2009  
BA in Psychology, Minor in Marketing  
Magna Cum Laude

## WHAT I KNOW

Brand  
*Creative Direction, Strategy*

Design  
*Art Direction, Interactive,  
Print, Illustration*

Interaction  
*UX, UI Design, HTML, CSS*

## WHAT I LOVE

Finding creative, unexpected  
solutions to important problems.

Variety and diversity in all its forms.

The beginnings of something big.

## Oscar

When I started at Oscar, the entire company could fit into one conference room. Two years later, it was a highly celebrated innovator (and unicorn) in the health insurance space. As the first designer hired, I helped build our web and mobile experiences from the ground up. Later, I shifted my focus to our brand and marketing. Through design, strategy, and creative direction, I worked to tell the story of Oscar in engaging and powerful ways.

### HIGHLIGHTS

Designed initial website, member app, internal tools.

Art directed 2015 marketing campaign, including TV, out of home, digital, social and experiential.

Helped hire key creative and marketing roles.

Started Out @ Oscar group for LGBT employees.

### TITLES

*Creative Lead,  
Brand Creative  
Strategist, Designer*

### TIMING

*2 years, 10 months*

## Google

As a member of The Zoo, Google's agency-like creative team, I worked with the world's top brands and agencies to concept and create interactive programs across Google's sales ecosystem, including DoubleClick, GDN, YouTube and Google+.

### HIGHLIGHTS

Produced and presented solutions for top brands, including Nike, Coke, Oreo, Quaker, McDonald's, and Universal.

Crafted mobile & cross-platform campaigns.

### TITLE

*Creative Strategist*

### TIMING

*10 months*

## PREVIOUSLY

Senior Designer at Kettle, worked on interactive campaigns for Kiehl's, Sephora, Sesame Street, and lead the redesign of New Museum's site.

Designer and developer at Serino/Coyne, built websites and other collateral for 20+ Broadway shows, including a Times Square billboard.