

BRUCE FORBES

ASSOCIATE CREATIVE DIRECTOR & SENIOR DESIGNER

forbesdesigned.com | bruceforbesdesign@gmail.com | 312.914.2369

ASSOCIATE CREATIVE DIRECTOR

BEAM SUNTORY (NOVEMBER 2021 - PRESENT)

CLIENTS: MAKER'S MARK, JIM BEAM, HORNITOS, LAPHROAIG

- Leads a team of art directors & copywriters daily
- Guides international teams to ensure brand design consistency
- Leads team in concepting, designing and executing international experiential events and spaces for global travel retail for Maker's Mark
- Collaborates with brand and agency partners to execute multiple global product launches across digital, social, retail and global travel retail for Maker's Mark
- Works with directors, editors, and producers to produce video campaigns for Maker's Mark annual product launch on social and digital
- Collaborates with account lead creatives to develop internal agency process and file/asset management
- Designs and guides production of Jim Beam bars in NFL & MLB stadiums
- Concepts and designs unique campaign identity for multiple brands

ASSOCIATE CREATIVE DIRECTOR

POPSKULL CHICAGO (JULY 2021 - NOVEMBER 2021)

CLIENTS: PRESS SELTZER, PRIDE OF SPICE, POWER PLATE, BLUE SKY FARMS

- Lead a team of content creators and copywriters daily
- Executed 12 months of social posts consisting of 8-12 posts for 8 clients
- Lead the design team to create branding, packaging and websites for brands

SENIOR ART DIRECTOR

FCB CHICAGO (MARCH 2017 - JULY 2021)

CLIENTS: BUD LIGHT, MICHELOB ULTRA, BUDWEISER, SAMSUNG

- Lead a cross-disciplinary team of art directors, copywriters & 3D designers daily
- Executed 12 months of trade programming for one national brand including but not limited to: program visuals & collateral, pack & bottle design, OOH, broadcast, and merchandise design
- Lead lifestyle and product-focused photoshoots for both retail and OOH with outside photographers under strict brand guidelines
- Initiated & lead the pitch to acquire packaging, OOH, and merchandise design
- Worked with directors, editors, and producers to produce work that increased traffic to brand's website by +1k%

ART DIRECTOR

GEOMETRY GLOBAL (VMLY&R) (FEBRUARY 2013 - 2017)

CLIENTS: HELLMANN'S, AXE, DOVE, DOVE MEN, SUAVE, VASELINE

- Designed & conceptualized trade assets and experiential event assets
- Executed food-focused photoshoots with outside photographers
- Ensured visual consistency from concept to execution on multiple, fast-paced projects

FREELANCE

CREATIVE DIRECTOR/DESIGNER

BRUCE FORBES DESIGN (2011 - PRESENT)

CLIENTS: VERY GOOD AMP COMPANY, ONE ALLEGIANCE BREWING, BUDLONG FRIED CHICKEN, BBQ SUPPLY CO, SPROUT SOCIAL (AGENCY), MOSAIC (AGENCY), PARAMORE MERCH, FUN. MERCH, ALL TIME LOW MERCH, AUGUST BURNS RED MERCH

- Brand & product design: Very Good Amp Company
- Brand & bar design: One Allegiance Brewing
- Brand design & muralist: Budlong Fried Chicken, BBQ Supply Co
- Illustrator for digital content: Sprout Social
- Merch design for Bud Light: Mosaic
- Merch design: Paramore, Fun., All Time Low, August Burns Red

EDUCATION

The Illinois Institute of Art - Chicago
BFA Visual Communications 2011

Typography Workshop
Taught by Roxanne Jubert

PROGRAMS

Adobe Suite
XD
Blender
PowerPoint
Keynote
Microsoft Suite
Google Suite
Ableton

SKILLS

Brand Design
Art Direction
Print/Digital Design
Retouching
3D Display Design
In-store Program Design
360 Campaign Concepting & Design
Mechanical Design
Typography
Hand Lettering
Team Management
Team Leadership
Client Relations
Storytelling
Sound Design

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CLIENTS/EXPERIENCE

DOMESTIC/CRAFT BEER/SELTZER

BUD LIGHT
BUD LIGHT SELTZER
MICHELOB ULTRA
MICHELOB ULTRA ORGANIC SELTZER
BUDWEISER
PRESS SELTZER
ONE ALLEGIANCE BREWING

SPIRITS

MAKER'S MARK
JIM BEAM
KNOB CREEK
KILBEGGAN
LITTLE BOOK
LAPHROAIG
HORNITOS
AVIÓN
TRES GENERACIONES
ON THE ROCKS
TWISTED TEA
SKINNYGIRL

COSMETICS/PERSONAL CARE

DOVE
DOVE MEN
SUAVE
SUAVE MEN
AXE
VASELINE

TECHNOLOGY

SAMSUNG
PHILIPS ELECTRONICS
VERY GOOD AMP COMPANY

HOMECARE

GLADE
RAID
RAID INTERNATIONAL
OFF
MR MUSCLE
SCRUBBING BUBBLES

NUTRITION/FOOD

HELLMANN'S
KNORR
PRIDE OF SPICE
BLUE SKY FARMS
EL PALMAR
MARATHON
SKUTA

SOCIAL

SPROUT SOCIAL

AWARDS

2019 Gold Reggie:
National Consumer Campaign
Bud Light Summer

2018 Effie Silver:
Omni Channel Program
Hellmann's Strangewich Challenge at Walmart

The Illinois Institute of Art - Chicago
Society of Typographic Arts:
Student Chapter "All Found Type"
2011 Winner

The Illinois Institute of Art - Chicago
Society of Typographic Arts:
Student Chapter October Exhibition
2011 Winner