

DARCY BRIKS

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EMPLOYMENT HISTORY

FOUNDER + CREATIVE DIRECTOR (2013-Present)

Second Language Design, Brooklyn/Westchester, NY

Provide creative direction on all projects, as well as graphic design services, to local and national businesses; design websites, marketing materials, invitations, logos and corporate identity systems, and advertisements.

Manage a team of freelancers including art directors, copywriters, video producers, and web developers on projects in the categories of branding, print and web design, video production and motion graphics, online marketing, and communications.



CREATIVE DIRECTOR (2012-2013)

ART DIRECTOR (2010-2012)

Rubenstein Creative, Rubenstein Public Relations, New York, NY

Founded a design division that provides creative services to clients. Developed agency branding and oversaw a complete rebrand of corporate identity, built internal processes, and directed overall strategic vision.

Ran day-to-day print and web design both internally and externally on multiple accounts. Managed a team of freelancers including graphic designers, web programmers, photographers, copywriters, social media consultants, printers, film producers and SEO specialists.

Responsible for new business pitches and agency collateral including websites, corporate identities, and marketing materials. Managed company websites and intranet. Designed a new website for Investor Relations division (rubensteinir.com) and re-designed Rubenstein Public Relations website (rubensteinpr.com, new site launching soon).



2012-Present
Member,
ART
DIRECTORS
CLUB

JR. ART DIRECTOR (2008-2010)

IN Marketing Services (Advantage Sales & Marketing), Norwalk, CT

Designed shopper marketing collateral from conception to completion for major clients such as Unilever and SC Johnson.

Oversaw print and web creative programs for international food and beauty brands, such as Skippy, Caress, Pond's, and Vaseline and for national campaigns.

Provided thoughtful, inspired layouts/artwork that earned client praise and won awards; Managed freelancers (illustrators, photographers, etc.) and production teams, and worked directly with upper management.

2010-2011
Mentor,
BIG BROTHERS
BIG SISTERS

MANAGER OF COMMUNICATIONS (2006-2008)

DEVELOPMENT COORDINATOR (2005-2006)

Advocates, Inc., Framingham, MA

Lead a communications department that included graphic design and public relations; Created and circulated press releases and marketing materials; assisted with internal/external communications efforts, apprenticing under experts in their field.

Managed and designed all marketing materials, including brochures, websites, fundraising mailers, and event collateral. Developed and implemented new marketing initiatives, including a new annual appeal designed to build community, engage our contacts, and raise funds; managed events.

EDUCATION

Flash Web Animation Course, School of Visual Arts, New York, NY (Winter 2009)

Graphic Design Certificate (partial), Massachusetts College of Art, Boston, MA (2006-2008)

B. A. in English, Boston University, Boston, MA (2000-2004)

LANGUAGES

Advanced Spanish, Intermediate French and Italian

TECHNICAL SKILLS

Expert in Mac and PC operating systems; expert in InDesign, Illustrator, Photoshop, Dreamweaver, and Quark XPress. Intermediate photo retouching and HTML coding.