

BRIAN H. ATHEY



225.229.5490



brianathey@gmail.com



brianathey.com

PROFILE

From advertising to advocacy, from Fortune 100s to fledgling startups, Brian's skills as an artist, a strategist, and a communicator have been earned over nearly 15 years of creative experience. Beginning in politics, Brian's career has spanned from Washington, D.C. to the west coast, first as a designer, then as a freelance creative, and currently as a creative director and entrepreneur.

Brian Athey is the owner of On Point Supply Company and a partner at Poolhouse.co. He currently lives in Houston, TX with his wife, Allyson, and three kids - H, Ev, and Say. Purposeful, results-driven design is his passion, but when he's not in front of a computer he's an avid runner, an illustrator, and an aspiring BBQ champion.

EXPERIENCE

Poolhouse.co - Creative Director Fall 2019–Present

- Joined Poolhouse with one primary objective: growth! Leadership responsibilities include leveling up the agency's marketing strategy, building out a brand and web department, and hitting quarterly business development goals. It's also my job to mentor staff, manage vendor relationships, and shepherd a thriving work/life cultural balance.
- As Creative Director at a small, dynamic agency, my role is multifaceted. I provide direction to our brand and web departments, foster collaboration between our video, media, and advertising teams, and work to streamline our customer approach, processes, and deliverables - all while maintaining the highest of standards for the quality of our relationships and our work product.
- I'm ultimately still a brand and UI designer at heart, so I'm constantly rolling up my sleeves to build product, find new tools to make our process more collaborative (like switching our web designers and developers to Figma), and working across disciplines to deliver multi-media advertising experiences for our clients - including print, digital, video, and web.

Push Digital - Partner, Creative Advisor Fall 2016–Fall 2019

- Lead an effort to bring a young agency into maturity, employing industry best practices and promoting a dynamic company culture that grew our team by 100% (from 23-47), surpassed budget projections by as much as 50% over 7 consecutive quarters, and lead to the signing of the agency's first Fortune 100.
- Built a vibrant, motivated in-house team of 10 designers, videographers, photographers and developers, refining our creative process and client facing deliverables along the way.
- Managed a six month company rebranding effort, articulating our mission statement, brand pillars, and visual identity - overseeing deployment across print, digital, and client facing collateral at the helm of a multidisciplinary team.
- Engaged in daily stand-ups, kick off meetings, and critiques as well as partner level strategy meetings involving HR, finances, and company trajectory all while operating remotely from Houston, TX.

EXPERIENCE CONT.

On Point Supply Co. (Formerly On Point Digital) - Freelance Creative Jan 2014–Fall 2016

- Developed a successful business model serving as a “virtual in-house creative department” for small and large organizations across a variety of sectors, including transportation, finance, health care, and energy.
- As a freelancer, I wore every hat imaginable including business development, client services, project/resource management, strategy, design, development, photography and cinematography. One of the biggest learning experiences of my career to date.
- Managed dozens of projects simultaneously by curating a network of freelance developers, videographers, animators, and designers to fortify my scope of services.
- Upon acquisition by Push Digital, On Point Digital became On Point Supply, a lifestyle/adventure brand maintained by myself and a group of close friends as a platform to support American craftsmen and small businesses.

Flywheel Design Co. - Owner, Graphic Designer Jan 2013–Jan 2014

- Founded a boutique design and web development firm in January 2013 with two partners, and scaled to gross over a half million dollars in our first year of operation.
- Lead business development, client/account management, and creative direction. Successfully branded dozens of local Houston companies while developing a model for larger, national organizations.
- Split the partnership after one year to form On Point Digital and focus on building small “virtual” teams for national organizations. Flywheel is still a thriving boutique agency in Houston, continuing to build on the model that we pioneered.

Prior to 2013

- **Always Creative - Senior Designer (Houston, TX):** Worked as a graphic designer specializing in identity and web design as part of a seven person agency located in Houston, TX. Focused on process and client deliverables to help standardize service offerings and enhance customer experience. My goal was to operate our small team like a formidable agency, establishing the credibility necessary to justify my proposed pricing structure. Fostered transparency and camaraderie internally by establishing weekly huddles, coordinating off-site events, and fundraising for continued education, new equipment, and conference tickets.
- **David All Group - Director of Creative Strategy (Washington, DC):** This position was a crash course in agency dynamics. From leading strategy to managing designers, from setting budgets to presenting ideas, I gained a ton of experience that I still draw from to this day. This was one of my first opportunities to work with big name clients (and big budgets), including ATK a national defense contractor, Lenovo, Intel, Boeing, Chevrolet and Burning Man to name a few. My primary responsibilities were client facing (relationship management, business development, pitches) but I regularly worked in the trenches designing collateral for the agency or for our broad spectrum of clients.
- **Republican National Committee - Design Director, eCampaign (Washington, DC):** Led a team in the redesign of GOP.com, increasing impressions, fundraising, and data collection. Directed a team in the design and engineering of the 2008 Republican online Platform, allowing thousands of participants to weigh in on Republican tenants before the 2008 election. Served as production designer for every RNC department, including communications, fundraising, and political.



225.229.5490



brianathey@gmail.com



brianathey.com