

# BRYAN THACKER

## EXPERIENCE DESIGN CREATIVE

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## HUMAN EXPERIENCES THAT MOVE YOU

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Collaborating with global Fortune 500 brands and startups, I have 8+ years experience building multiple award-winning products and innovative digital experiences. My passion is people—story is my game. I get results by approaching design with a holistic, people-focused, and research driven method to deliver meaningful experiences that electrify the bottom line.

## EXPERIENCE

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- Oct 2018**  
**Present**
- FUNDED TODAY, LLC**  
**Senior Experience Designer**
- I work with global clients and teams to bring life to innovative products via the world's largest crowdfunding platform, Kickstarter. I achieve success by fusing creativity with my skills for research, sociological insight, and business strategy to create world-class work that boosts backer conversion.
- 83% project success rate with 75K+ average raised.
  - My campaigns are more than 2x as likely to be funded vs. the average Kickstarter project.
- Sept 2017**  
**Dec 2019**
- CLIC-FIT**  
**Creative Director**
- Led the design, validation, and implementation of overall creative/marketing strategy to bring new men's ratchet belt to market. I directed product videos, designed Kickstarter campaign, and oversaw website design and development establishing the product's brand.
- 587% funded on Kickstarter raising \$70,466 in 45 days.
  - 1,500+ box sets sold worldwide and counting.
- May 2013**  
**Oct 2018**
- AVANT-GARDE CREATIVE**  
**Creative Director**
- Led the design, web, video, and audio teams for all client accounts, transforming the company from a production-focused studio into a respected full-service creative agency. I did it by establishing standards and culture that drove empathy, innovation, and artistry that built client trust.
- Collaborated with Disney, Nickelodeon, McDonald's, Kohl's, global advertising agencies, and more to deliver digital experiences to the web, mobile, and TV.
  - Directed the creative for award-winning products, such as Thermal Imaging Radar and independent short films.

## EDUCATION

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- Class of**  
**2019**
- UTAH VALLEY UNIVERSITY**  
**BS, Web Design and Development - Interaction and Design**
- Coursework in human-centered design methodologies, design principals, and authoring for web, mobile, VR/AR.
  - Team Leadership—Experience Design at UVU.
  - Selected as program ambassador to Silicon Valley and Seattle, WA.

## SOCIAL MEDIA

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 <https://linkedin.com/in/brythacker>  
 <https://facebook.com/brythacker>  
 <https://medium.com/@bryanthacker>

## LIFELONG STORYTELLER

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I'm a hands on imaginator who scripted and produced "movies" as a kid and mastered tools like Adobe Photoshop and Premiere Pro at age 15. I've spun tales for multiple award-winning products, narratives, and digital experiences.

## EMOTIONAL INTELLIGENCE

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Theodore Roosevelt said, "No one cares how much you know, until they know how much you care." Self-awareness, social awareness, and empathy are skills I highly favor and practice every day.

## MOTIVATED SELF-STARTER

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I have years of successful entrepreneurial endeavours bringing new products and services to market like CLIC-FIT belt, Thermal Imaging Radar, and independent short films. I'm not afraid to roll up my sleeves and work hard.

## AWARD WINNER

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**2020**  
**PAGE DESIGN OF THE MONTH**  
Funded Today

**2019**  
**PAGE DESIGN OF THE MONTH**  
Funded Today

**2018**  
**WINNER—EMERGENCE**  
San Francisco Comic Con Film Festival

**2013**  
**ACCOLADES WINNER—THERMAL RADAR**  
ASIS International