

Brock Springer

Senior Interactive Art Director

www.bsdesigned.com



Contact Information

 : (817) 233-5805

 : springerbrock@protonmail.com

WORK EXPERIENCE

Work Experience

**JAN 2025-
PRESENT** **BS Design**
Freelance Art Director

Commissioned to build strong cross-functional and business relationships throughout the process, translating strategic objectives into engaging visual experiences that strengthened brand recognition and created a unified presence across both digital and physical environments.

**NOV 2012-
DEC 2024** **American Paint Horse Association**
Senior Interactive Art Director

Led the creative evolution of the company rebrand, developed refreshed logos and a strong visual identity, and created a cohesive look and feel across all touchpoints—including digital, web, social media, marketing collateral, trade shows, corporate events, and the brand launch.

Partnered closely with the Digital Creative Lead to develop and execute compelling creative concepts, visual systems, and brand guidelines that brought the identity to life consistently across every platform. Managed the end-to-end delivery of high-quality communication design, balancing creativity, usability, functionality, and brand relevance while ensuring projects were delivered consistently on time and to a high standard.

**OCT 2009-
NOV 2012** **Creative Magma**
Interactive Art Director

Hired to create amazing brands and even better websites. Worked on local and global brands with graphic design, brand development, conceptualization, web design and anything else I could get my hands on.

SKILLS & QUALITIES

Education Background

The Art Institute of Dallas
Bachelor of Fine Arts
Graphic Design,
September 2009
Overall GPA 3.5

Who I Am

Responsible For
Delivering High-Quality
Communication Design
On Time, Building
Business Relationships,
And Collaborating With
Digital & Print Leads

Software

Adobe Illustrator CC
Adobe Photoshop CC
Adobe After Effects CC
Adobe Indesign CC
Adobe Dreamweaver CC
Microsoft Office

Awards

First Place 2015 AHP Equine
media website

First Place 2016 AHP Equine
media Chrome eNewsletter