



Creative Director  
Design Director

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Minneapolis, Minnesota

<u>Education</u>	<u>Date</u>	<u>Degree</u>	<u>Institution</u>
	2005	BFA Art Direction	Minneapolis College of Art and Design

<u>Experience</u>	<u>Date</u>	<u>Client</u>
	Current	<p><b>Haker Inc. - Minneapolis, MN</b> <i>Creative Principal</i></p> <p>Working closely with start-up clients in, but limited to, the precision fermentation foods industry. Generating compelling design work for new brands to communicate the uniqueness of their position in a burgeoning sector.</p>
	August 1, 2021– April 1, 2023	<p><b>Perfect Day Inc. - Berkeley, CA</b> <i>Creative Director</i></p> <p>Perfect Day is the precision fermentation leader, creating the foods we love without contributing to our climate emergency with a significantly lower greenhouse gas, energy, and water footprint.</p> <p>While at Perfect Day, I led a global creative strategy and design group, driving integrated brand creation and experience across all touch points, including digital, social, print, packaging, and physical activations. By reaching beyond the brief, I was able to set and strengthen Perfect Day's mission-driven company culture, codifying it with the organization. In just three years, my team created three new-to-world brands and re-imagined the Perfect Day brand identity allowing the company to more ardently express its world-changing proposition.</p> <p>In addition to the naming and branding of nth Bio, Perfect Day's enterprise biology offering, I also created the branding identity for the newly formed industry trade association, Precision Fermentation Alliance (PFA).</p>
	January, 2020– August 1, 2021	<p><b>Haker Inc. - New York City, NY</b> <i>Creative Director</i></p> <p>Perfect Day launched its house brands arm, The Urgent Company, as a viable signal to the marketplace. As a contractor, I helped shape the visual direction of The Urgent Company brand, designed and art directed their Brave Robot Ice Cream as well as Modern Kitchen Cream Cheese brands, packaging and website touch points.</p>
	August 1, 2019– January, 2020	<p><b>Haker Inc. - New York City, NY</b> <i>Design Director at Weiden Kennedy New York</i></p> <p>While contracting at WKNY, I was instrumental in creating the account winning work for McDonalds business. In addition to that momentous effort, I also touched many other brands in their portfolio such as Ford, Bud Light and Heinz.</p>
	January, 2019– August 1, 2018	<p><b>Haker Inc. - New York City, NY</b> <i>Design Director BBDO NY</i></p> <p>Worked specifically with BBDO clients including, Dunkin', Visa, AT&amp;T, Mountain Dew, St. Germain, American Family Insurance, Bacardi and BBDO's new business team. Winning Dunkin',</p>

<u>Skills</u>	
	<p><b>Experiential Design</b></p> <p>While at Perfect Day, I was able to apply conceptual thinking for the creation of their state-of-the-art brand experience center, bridging the worlds of science, food and the future all into one open space, based in Salt Lake City.</p>
	<p><b>Typography</b></p> <p>In my teen years I was drawn to the world of graffiti and the love imperfect and unadorned. It shaped my foundational ideas of an aesthetic that I still tap into when needed. Such as hand drawn type.</p>



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### C.V.

I am a multidisciplinary creative and design director having worked with many leading brands — Adidas, YouTube, Ford, Visa, Starbucks, Converse, Virgin America, and McDonald's, among others — at prestigious creative agencies, including Weiden+Kennedy New York, Mother New York, and Anomaly. My account winning work is driven by a deep belief that design is a problem-solving practice, creating work that has purpose and is functional, yet emotionally rich.

After 15 plus years in the advertising, branding, and design industry, I was recruited to the burgeoning food-tech sector, joining precision fermentation leader Perfect Day as Creative Director. While at Perfect Day, I led a global creative strategy and design group, driving integrated brand creation and experience across all touch points, including digital, social, print, packaging, and physical activations.

In just three years, my team created three new-to-world brands, and re-imagined the Perfect Day brand identity, allowing the company to more ardently express its world-changing proposition. We also created the branding identity for the newly formed industry trade association, the Precision Fermentation Alliance (PFA).

I am currently operating as a freelance creative director, working with start-up companies in the bio-tech and food-tech sectors.

When I am not exploring the infinite world of design, I love getting lost in the back roads of the countryside, on sunny days with the sunroof open.