

# BRIAN HOLLENBECK

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## OBJECTIVE

My goal is to apply my expertise and leadership skills in mobile, web, and desktop applications to new clients and industries. I combine technical expertise, leadership skills, and extensive experience in working with business leaders, external clients, and their customers to understand, interpret and develop a user experience that keeps and grows business. I have had the benefit of working in an industry where technology is a prime differentiator.

## WORK HISTORY

### RCIS / Zurich North America (formerly RCIS / Wells Fargo)

RCIS, a subsidiary of Zurich North America is the largest provider of agricultural insurance products and services in the United States. In this tightly regulated industry, customer-facing technology is key to keeping and growing market share.

#### Customer Experience (UX Designer/Researcher/Strategist)

September 2012 – Present

Work with product and business leaders and stakeholders to customize solutions in the most efficient and cost-effective manner.

- Enterprise-level responsibility to develop and execute design solutions to improve the user experience
- Translate user and business requirements into digital experiences including web, mobile, and desktop
- Manage the UX design and development work of external teams (on and offshore) during three-year project
- Work closely with a network of 2,500 independent agents / and their 150,000 customers nationwide conducting research projects, field studies, interviews, and usability testing to gain empathy and understanding of their needs and uses
- Evangelize great experiences with product managers and business representatives, and present leading-edge design solutions and key milestone deliverables (design briefs, demos, prototypes, wireframes, etc.)
- Helped to design, launch, maintain, and evolve the RCIS mobile strategy
- Define, document, and socialize an enterprise-level library of reusable UI and design elements, patterns, and standards articulating complex data-driven and user-focused systems, interactions, taxonomies, navigation, IA, and task-flows
- Saved more than \$25K per release over 4 major releases each year by initiating "Iteration 0" and reducing one iteration per release, a total \$100K saving

### RCIS / Wells Fargo

#### Marketing Group Leader

2011 – 2012

Worked with senior management and national sales/business development leaders to engage strategic partners in the development of targeted marketing campaigns and experiential marketing programs.

- Developed and executed strategic marketing/advertising campaigns across digital, broadcast, and print channels
- Presented at national sales and business development meetings
- Worked with Corporate Communications to develop Mar/Com plans for internal business groups
- Managed the RCIS brand at the enterprise level (continued)
- Developed, designed, and executed corporate identity projects
- Managed strategic partnerships with key industry and media partners to develop cross-promotions and campaigns

### Brand and Advertising Consultant

2005 – 2011

Led virtual and cross-functional teams, consulted with senior leaders, national sales, UX, business, and product groups to execute campaigns and provide brand expertise for advertising and marketing programs for the company and independent agencies.

- Developed and executed strategic marketing/advertising campaigns across digital, broadcast and print channels
- Managed the brand "refresh" project and presented as part of the nation-wide presentations
- Best of NAMA Merit Award 2007 - National Agri-Marketing Assoc.
- Graphic Design USA Magazine - In-House Design Award Winner: 2007, 2010
- Wells Fargo Service Excellence Award Winner: 2006, 2011
- Managed the RCIS brand at the enterprise level

## **Insignia Systems, Inc.**

### **Senior Designer**

2002 – 2005

Insignia Systems/Insignia POPS is a nationwide provider of in-store promotions and point-of-purchase programs to retailers and consumer goods manufacturers including General Mills, P&G, Kraft, and more.

- Mentored junior-level designers
- Designed and developed corporate marketing campaigns (print/digital), corporate identity and communications
- Co-led the corporate brand development project - including research, interviews, crafting the brand statement, etc.
- Provided creative direction for the company's annual report
- Designed and developed in-store point-of-purchase campaigns for major retailers and manufacturers

## **ASI Image Studios**

### **Designer/Project Manager**

1998 – 2001

ASI Image Studios, a boutique creative agency in Minneapolis. Clients included: MN State Lottery, University of MN, P&G, Hilton Hotels, SFX Sports/Dayton's Challenge, Digi-Key Corp., Activision Value Software, and more.

- Managed projects from concept through production for corporate ID/branding, communications/sales collateral, advertising (B2B, B2C), direct mail, POP, annual reports, web design, digital and interactive
- Responsible for client and account management – presentations, business development, etc.
- Helped manage the design and production of event collateral for The Dayton's Challenge, Grand Prix of Minneapolis, and Joe Schmidt Celebrity Golf Tourney
- Managed vendor relationships, budgets, etc.
- Won new business which helped the company grow by more than 140% in 3 years

## **Video Update, Inc.**

### **Creative Services Manager**

1995 – 1998

Video Update, a publicly-traded company, was the 3<sup>rd</sup> largest video-rental chain in the United States.

- Responsible for the creative direction, production, budgeting, and management of advertising and marketing campaigns including all print, radio, television, and digital
- Worked closely with senior management to effectively execute and track campaigns on local, regional, and national levels
- Managed vendor relationships, tracked budgets and spending of co-op advertising dollars
- Managed direct reports
- Developed and executed cross-promotions with major league sports teams, major amusement parks and national retailers
- Helped the company lead the industry in same-store sales for two years
- Mario Award winner: Best In-store Advertising - Flyer 1997 - Nintendo Corporation

## **EDUCATION**

The University of Minnesota, Bachelors (Studio Arts) 1994

## **CERTIFICATIONS & TRAINING**

- Dimensions of Professional Selling - Carew International (2011)
- Certified Usability Analyst - Human Factors International (2012)
- Win-Win Negotiations - Baker Communications (2011)

## **SKILLS**

- Adobe Creative Suite (Photoshop, Illustrator, In-Design, others)
- Axure RP prototyping software
- Microsoft Visio
- Microsoft Office: Word, PowerPoint, Excel