

# BRIAN FLAHERTY

visionary designer  
transformative  
communicator  
user-centric strategist

Passionate and leading-edge problem-solver — acting as a catalyst for creativity. 25+ years experience executing multi-media design, user-centric solutions, and strategic direction. Proven record of improving organizational performance and customer experience. Thrive in fast-paced, dynamic environments with a focus on continued growth and innovation.

## PROFESSIONAL EXPERIENCE

### TANTUS TECHNOLOGIES, INC.

#### *Sr. Design Lead & Human-Centered Design Strategist, 2019 - Present*

- Manage and produce multi-channel assets including websites, digital marketing, branding, training and event resources, social media content, photo and video products, and interactive experiences driven by the application of human-centered design principles and methodologies.
- Provide primary communications support for Centers for Medicare and Medicaid Services (CMS) on initiatives that modernize services, policies, and products within an agile/lean workflow.
- Lead and facilitate design projects inclusive of design thinking and user research, service design, and customer experience, while quickly adapting to changing priorities and deadlines.
- Develop and maintain relationships with clients assuring that their needs and expectations are not only met, but most often exceeded.
- Collect, analyze, and maintain user-experience metrics that inform creative decisions, identify cost savings, and reduce burdens to ensure that client and end-user solutions are both within budget and improve the overall customer experience.
- Produce and confidently present visual solutions and powerful narratives to cross-functional teams across all levels of organizations that successfully influence business and creative decisions.

### JOHNS HOPKINS UNIVERSITY APPLIED PHYSICS LABORATORY

#### *Group Supervisor, Human-Centered Design, Visual Communications, Publishing, 2008 - 2018*

- Successfully advanced through progressively responsible leadership roles ultimately overseeing a 40-member staff.
- Produced fully-integrated, custom, communications and marketing plans (classified and unclassified), and measurement models to fulfill strategic objectives.
- Successfully introduced design thinking best practices for improved problem solving in an environment traditionally dominated by a systems engineering approach.
- Co-established Tactical Advancements for the Next Generation (TANG) which brought together a cross-section of naval staff (ranging from junior sailors to senior-level officers), and resulted in successful service design innovations and improved Navy process and procedure.
- Developed *The Sector Connector*, an intranet community networking hub used to complement a distinct campus culture, distribute critical messages, and stimulate cross-enterprise collaboration.
- Supported Office of Technology Transfer with product development and marketing of licensed and patented products for commercial application.
- Partnered with JHU to implement and re-enforce new branding across all University-related resources.
- Regularly engaged in value-added partnerships with DoD sponsors, C-suite, and program management.

### THE YGS GROUP

#### *Creative Director, Integrated Publishing Solutions, 2005 - 2008*

- Solely responsible for establishing new creative department to expand service offerings of a 53-year-old commercial offset printing business. Services included comprehensive brand development, print and online/digital design solutions, copywriting, event production, and marketing.
- Oversaw the design and development of various forms of marketing collateral, websites, trade show and event displays, print/digital magazines, branding, large-format graphics and social media.
- Routinely engaged in marketing efforts and client "pitches" to up-sell a full range of design products and services while participating in pricing and contract negotiations.
- Developed an online social media presence with a user base growing to more than 100K+ in under 3 months.



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bpf.design

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## PROFESSIONAL EXPERIENCE *(continued)*

### NETWORK MEDIA PARTNERS

#### **Art Director, Publishing and Advertising Agency, 2001 - 2005**

- Directed a 14-member creative staff responsible for the design and production of 11 retail and association publications.
- Oversaw the production life-cycle of a \$14M advertising sales initiative.
- Produced innovative collateral and marketing materials through direct collaboration with advertising sales executives and clients to conceptualize and design print and online advertising.
- Creative director and webmaster of *ChesapeakeHome* magazine — and related websites — with over 1M unique monthly hits.

### THE AGORA COMPANIES | 14W

#### **Art Director/Graphic Designer, Direct Mail Marketing, 1996 - 2001**

- Responsible for the creation of financial and travel direct marketing materials (print & online) for international publisher.
- Interacted daily with copywriters and editors, management, and creative teams to support marketing and new business development initiatives.
- Produced multiple package versions for testing (ie. A/B testing) and assisted with selection of best targeted mailing lists.
- Engaged in print buying, budgeting, scheduling, and vendor negotiations.
- Familiar with mailing and postage requirements and related print specifications.
- Established production office in Waterford, IRL for *International Living* (a travel newsletter) including IT setup, staff training, and online presence.

Additional work experience (details furnished upon request):

**T. ROWE PRICE**, In-house, Financial Marketing :: **KETCHUM INC.**, Agency, Public Relations Intern

## EDUCATION

**Bachelor of Fine Arts | English Writing** [*Public Relations and Journalism Concentration*]  
**UNIVERSITY OF PITTSBURGH, Pittsburgh, PA**

## CREDENTIALS AND MEMBERSHIPS

Training Facilitator: *Yes, And: How Improvisation Reverses "No, But" Thinking and Improves Creativity and Collaboration — Lessons from The Second City*

Foundations in Design Thinking Certification (IDEO U. / Stanford d. school)

In-House Agency Forum (IHAF), Corporate Member

Society for Technical Communication (STC), Corporate Member

Online Marketing Institute (OMI), Member/Subscriber

Public Relations Society of America (PRSA), Associate Member

International Association of Business Communicators (IABC), Member



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