

SUMMARY

👋 *Hi, my name is Brennan!*

I’m a creative leader and designer with a background spanning product, brand, illustration, customer research, and digital experiences for kids. I’m at my best shaping ideas into thoughtful, imaginative experiences — connecting what people need with how a product, brand, or story should look, feel, and function.

At Vooks, I grew from hands-on creative production into senior leadership, eventually leading product, design, and engineering initiatives across core app experiences, new product development, and customer-informed improvements.

CORE STRENGTHS

Creative Direction
Experience Design
Visual Design
Product Design
Customer Interviews & Research
Branding
Concept Development
Children & Family Products
Cross-functional Collaboration
Team Alignment & Leadership

SELECTED WORK

[Vooks Creator](#) [↗](#)
[Vooks Audio Library](#) [↗](#)
[Vooks Storyteller](#) [↗](#)
[The Vooks Brand Guide](#) [↗](#)
[Vooks Explainer Video](#) [↗](#)

EXPERIENCE

VOOKS Aug 2019 – July 2026

VP of Product & Design

Sep 2025 – July 2026

- **Led Vooks Creator** (a child-centered iPad app for kids to create and share their own stories) through public launch and post-launch iteration after concepting, prototyping, testing, and validation.
- **Designed, resourced, and launched Vooks’ Audio Library on time**, growing audio engagement from ~1% to ~10% of active use and quickly becoming one of the app's most-used feature additions.
- **Ushered in greater adoption of AI tools with the engineering team**, where usage was essentially non-existent, by piloting AI code review (CodeRabbit), hiring a senior engineer who built our Claude Code adoption plan, and using AI myself for product iteration and prototyping.
- **Increased Vooks Creator adoption** by designing a Create tab in the core iPad app, giving subscribers a clearer path to discover, download, and engage with the standalone creation experience.
- **Led a “fix the foundation” effort** focused on reducing recurring product issues, improving release quality, addressing technical debt, and shifting the team from reactive firefighting toward more proactive product execution.
- **Took over product and engineering leadership** after the CTO’s departure, managing internal and external developers, assessing team capability, restructuring vendor support, and hiring senior engineering talent to improve technical rigor and execution quality.
- **Developed a weekly Product & Tech update for senior leadership**, translating engineering progress, customer feedback, product metrics, risks, and upcoming priorities into a clear format for non-technical stakeholders.

Creative Director, Brand & Product

Sep 2023 – Sep 2025

- **Led customer discovery and product-market-fit research** through interviews, surveys, and feedback analysis, translating customer insights into product decisions — including Amazon Fire tablet support and the Up Next selector.
- **Spearheaded early concept development for Vooks Creator**, exploring how Vooks could expand from story consumption into child-led story creation, then guiding the idea through prototypes and an unlisted App Store release.
- **Directed a major Vooks website redesign and refreshed brand guidelines** to improve brand polish, messaging clarity, and partner-facing presentation.
- **Designed and led core product improvements** including playlists, vertical thumbnails, the Up Next selector, signup flow improvements, and early audio-only listening experiments.
- **Designed executive presentations for Vooks’ Apple partnership** that communicated Vooks' product vision, educational value, brand strength, and innovation roadmap.
- **Shaped feature branding and launch creative for Vooks Storyteller**, including logo design, promo video direction, product design support, and a reusable brand photography library.

ADDITIONAL DESIGN EXPERIENCE

Bologna Co.
Freelance Designer
(various engagements)

Presentation design, editorial
layouts, infographics, illustration,
and visual systems for client work.

Independent Creative Work
(2017 – Present)

Completed independent branding,
illustration, print, and visual
identity projects for local
businesses, schools, churches,
and nonprofit organizations
alongside full-time roles.

Portland State University
A&D Projects
Project Lead & Designer

Led a key redesign of the School
of Art & Design student
mentorship program, supporting
students preparing for sophomore
portfolio review.

EDUCATION

Portland State University
B.S. Graphic Design

TOOLS

Figma
Procreate
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Keynote
ChatGPT
Claude

EXPERIENCE CONTINUED

VOOKS Aug 2019 – July 2026

Brand Director

Apr 2022 – Sep 2023

- **Led brand and visual design across marketing, partner, platform, and business development touchpoints**, including pitch materials, partner creative, YouTube thumbnails, website/email assets, and feature branding.
- **Supported brand strategy exploration** through competitor analysis, audience and positioning work, and value proposition exploration.
- **Helped shape Vooks’ presence across external channels** including Netflix, Amazon Prime Video, Alaska Airlines, and YouTube.
- **Concepted Vooks Nooks**, an exploratory physical-world brand experience designed to bring Vooks stories into partner spaces through screens, physical books, and child-centered environments.
- **Supported the early creative development of Vooks’ YouTube channel** — now at 1.24M subscribers and counting — through thumbnails, branded video elements, CTAs, production workflows, and channel-specific brand adaptation.

Earlier Vooks Roles

Aug 2019 – Apr 2022

Creative Project Manager · Supervising Production Artist · Production Artist · Freelance Production Artist

- **Progressed from hands-on production art into creative and project leadership** across Vooks Studios and marketing.
- **Prepared children’s book artwork for animation**, creating motion-ready assets while preserving the integrity of original illustration styles.
- **Created platform-ready visual assets for Vooks’ animated story library**, including book cover mockups, story thumbnails, publisher pages, credits layouts, and special production assets.
- **Supervised production artists** and contributors across a high-volume animated storybook pipeline, supporting quality control, documentation, workflow improvements, and visual consistency.

COSTCO Aug 2006 – March 2020

ABO/NCLE Licensed Optician

- Nearly 14 years of high-volume customer service and consultative problem-solving experience, including 12+ years as a licensed optician. Helped customers interpret and fill prescriptions, select eyewear, and find solutions that balanced function, style, comfort, and value, while also resolving widely varying issues repair needs.