

# Brent Thelen

ART + DESIGN

CREATIVE LEADERSHIP

Award-winning, client-focused multidisciplinary art and creative director with 10+ years of experience building profitable brands through purposeful design. I lead teams that unite form and function to solve complex brand challenges and deliver meaningful, measurable results.

## Areas of Expertise

- Brand strategy & identity
- Creative & art direction
- Campaign strategy, concepting & execution
- UX/UI design
- Custom Shopify & WordPress

## Tools

- Figma
- Adobe Creative Suite
- Illustration & animation applications
- Code: CSS, HTML, jQuery, PHP, Liquid

## Awards

CSSDA | *Best UI, UX, Innovation & Special Kudos*

- Sound Clinic *2026*
- Liquors Quicker, Travis Koenig Artist, Morrow Global Community, All Sacred Studio + Foundation *2024*
- 4FRNT Skis, Illuma Advanced Aesthetics, Colorado Ski Country *2023*

Awwwards | *Honorable Mention*

- 4FRNT SKIS *2023*

Davey Awards | *Gold*

- Denver Restaurant Week *2024*
- Snowmass Ice Age *2024*

W3 Awards | *Gold*

- Abita Brewing Company *2024*
- National Forest Foundation *2024*

## Education

The Art Institute of Colorado

- Advanced Web Development *Certificate*
- Web Design & Development *Certificate*

Saginaw Valley State University

- Graphic Design *BA*
- Communication *BA*

## Owner + Creative Director

BTD | *2019 - Present*

- Drive growth and engagement for national clients through strategic branding, custom websites, content creation, and digital marketing campaigns.
- Lead and mentor a multidisciplinary team, fostering innovation and high-performance outcomes.
- Deliver award-winning creative solutions that combine strategic insight with bold design, guiding clients from vision to execution to achieve measurable results.
- Advise on brand strategy, digital experience, and creative direction, translating complex challenges into cohesive, high-impact campaigns.

## Sr. Art Director

BLKDG | *2022 - 2025*

- Directed a team of designers in delivering integrated, multi-channel brand and digital experiences for national clients across outdoor, hospitality, and food and beverage sectors.
- Established scalable systems and creative standards enabling teams to produce award-winning WordPress and Shopify websites.

## Creative Director

Thelen Williams | *2017 - 2019*

- Co-founded and built a boutique agency serving health and fitness, nonprofit, and hospitality clients.
- Led brand strategy and execution across campaigns, identity systems, and custom Shopify and WordPress websites from concept through launch.

## Art Director

Digital Fusion | *2016 - 2017*

- Built and led a diverse creative team delivering strategic solutions for global clients.
- Won multi-million-dollar accounts through compelling pitches, resulting in long-term partnerships and high-impact campaigns.

## Designer + Developer

Wick Creative | *2013 - 2015*

- Designed and developed custom WordPress and Shopify websites for global outdoor brands.
- Created brand identities and integrated print and digital collateral within a collaborative studio environment.

### Let's Chat:

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