

# 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. Leads teams that unite form and function to solve complex brand challenges and deliver meaningful, measurable results.

## Areas of Expertise

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

## Tools

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

## Awards

CSSDA | *Best UI, UX, Innovation, and 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 cross-functional team of designers, developers, and strategists.
- 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 that enabled 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.
- Secured multimillion-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

+1 (989) 909-4488

brentthelen.com

hello@brentthelendesign.com