

PATRICK SILVERTHORN

Creative Leader | Brand Designer | Art Director



LOCATED

Metro Detroit Area



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BRAND EXPERTISE

- Art Direction & Creative Leadership
- Brand Strategy & Visual Identity Systems
- Integrated Marketing Campaign Development
- Website Design & Digital Brand Experiences
- Cross-Channel Campaign Execution
- Creative Concept Development & Storytelling
- Experiential & Environmental Design
- Social Media & Content Campaigns
- Cross-Functional Team Collaboration
- Stakeholder Presentation
- Creative Communication
- Photography Direction & Content Production
- Multi-Platform Brand Consistency

EDUCATION

AAS Media & Communication
Digital Design & Layout

AAS Media & Communication
Collaborative Media

AAS Media & Communication
Interactive Web Media

ADDITIONAL EXPERIENCES

- Ice Curling Coach
- Axe Throwing Coach
- Axe League Founder & Community Organizer
- Independent Art Brand & E-Commerce



PROFESSIONAL SUMMARY

Experienced multidisciplinary designer and creative leader with 15+ years of experience leading brand strategy, creative direction, and integrated marketing initiatives for B2B and B2C organizations. I create compelling brand experiences across digital, web, social, print, environmental, and experiential channels while partnering with cross-functional teams to align creative solutions with business goals. Passionate about building brands, mentoring creative talent, and delivering innovative work that drives engagement and measurable results.

FRIEDMAN REAL ESTATE

Brand Creative Lead | Senior Brand Designer

2023 - Present

- Led brand strategy and creative direction for four new business divisions, helping grow them into the company's highest-performing revenue-generating business units.
- Own creative vision for campaigns and major initiatives, presenting concepts and design solutions to executive leadership and stakeholders.
- Partner with marketing, leadership, and cross-functional teams to translate business objectives into compelling brand experiences.
- Mentor designers through creative direction, feedback, and collaboration to elevate quality, consistency, and brand alignment.
- Develop and maintain brand standards across multiple business units, ensuring cohesive visual communication across all touch points.
- Guide production workflows, vendor relationships, and project execution from concept through completion.

TOTAL LIFE CHANGES

Team Lead | Senior Graphic Designer

2021-2023

- Led creative execution and brand storytelling for a national supplement and wellness company across digital, retail, and event channels
- Guided product launch creative, packaging, advertising campaigns, and consumer-facing marketing materials from concept through execution.
- Collaborated with marketing teams on full-funnel digital campaigns, including email marketing, social media, web, and content initiatives contributing to record-setting company sales.
- Directed visual execution for large-scale events, distributor experiences, and brand activations.
- Developed integrated creative assets including 3D product composites, apparel graphics, video content, and web design.
- Maintained brand consistency and regulatory compliance across all consumer-facing materials.

THE HUB STADIUM

Senior Graphic Designer | Marketing Creative Lead

2019-2021

- Owned creative direction for customer-facing materials across entertainment, restaurant, and event verticals in a fast-paced, high-volume environment.
- Developed integrated marketing campaigns that significantly increased participation across the company's entertainment offerings, expanding programming to multiple weekly event nights.
- Led creative development and messaging across social media, email, digital menus, out-of-home, and broadcast advertising channels.
- Partnered with marketing and operations teams to align creative solutions with business objectives and customer acquisition strategies.
- Directed production for food photography, large-format signage, billboards, and vinyl installations.
- Maintained brand consistency across frequent menu updates, promotional campaigns, and customer touch points.

AIRTIME TRAMPOLINE PARKS

Brand Creative Lead | Graphic Designer | Marketing Coordinator

2014-2019

- Led the development of a complete brand identity and creative system for a multi-location entertainment brand, establishing visual standards across four new franchise locations.
- Translated marketing strategy into brand-level creative concepts, seasonal campaigns, and customer experiences.
- Built and maintained comprehensive brand guidelines across print, digital, environmental, and experiential channels.
- Partnered directly with executive leadership to guide brand evolution and ensure consistency across all consumer touch points.
- Directed creative production including photography, mascot design, environmental graphics, vehicle wraps, and web experiences.
- Led cross-channel creative execution spanning paid media, social media, email, web, and in-park experiences.