

# Brian Regienczuk

Creative Direction  
Atlanta, GA 30316  
United States

View the full portfolio at <http://www.thecreativefinder.com/tccc>

## Professional Experience and Curriculum Vitae

Brian is the founder of Experience Rethink, a user experience and design innovation agency based in Atlanta.

- Dynamic creative management experience with 16+ years of bringing together businesses, users and technology to create meaningful products and solutions
- Exceptional ability to solve problems, add value, and build market share
- Successful leader of diverse teams and agencies from idea to execution
- Adept at navigating corporate complexity, building bridges across multiple business lines, and managing business risk

Industries: Retail, Healthcare, Consumer Products, Food + Beverage, Medical Systems, Telecom, Consumer Electronics, Automotive, Semiconductors, Lighting, Financial Services

Sample clients: Bacardi, General Motors, Bosch, Coca-Cola, The Home Depot, P&G, Philips Healthcare, Philips Lighting, Philips Global Marketing, Sonicare

Specialties: User Experience Strategy | Design | Research | Innovation

Holistic solutions across digital and physical touchpoints including: Overall Brand Identity + Standards Governance, Digital (Web, Mobile, Video, Social), Packaging, Point of Sale (POS), Product Design, Wayfinding, Events + Global Agency Management

## Previous Clientele

The Coca-Cola Company  
Coca-Cola Trademark  
Sprite  
Minute Maid  
vitaminwater  
General Motors  
The Home Depot  
Philips Electronics  
Philips Healthcare  
Philips Lighting  
Philips Sonicare  
NXP Semiconductors  
WebMD Corporation

## Awards and Accolades

<http://linkedin.com/in/regienczuk>

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Please kindly get in touch for more information

Rob Lloyd Road Singapore 239098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

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