

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

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