Brian Hennings
Creative Director, Designer

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I've been a working designer and creative leader in the graphic design industry for over two decades. Since 2008 I've played an influential role in shaping how the world chooses type, whether by creating inspirational artwork or developing new tools to help designers discover, try, and buy fonts with confidence. For fourteen years I directed visual communications at Hoefler&Co, including the content and architecture of typography.com. Along with H&Co's typefaces, my work is included in the permanent collection of the Musuem of Modern Art in New York. My client list includes work for NASA, Goodwill, Monotype, and more.

Work Experience

NC State University, College of Design · Lecturer
2025–Present in Raleigh, NC

I'm leveraging my design experience and typographic expertise to teach an undergraduate type intro course, *Typography and Technology*. My responsibilities include giving lectures, developing projects, assigning readings, leading peer critiques, and determining grades, while ensuring all instruction is aligned with contemporary and developing industry practices.

Freelance Designer
2002–Present

My work spans everything from identity systems and branding to websites, product design, interactive experiences, illustration, and data visualization for clients such as **ABC**, **FOX**, **AMC**, **Yahoo!**, **NASA**, **Goodwill**, **Monotype**, and many more.

Monotype · Creative Director
2022–2024 (remote) in Woburn, MA

At Monotype, I directed a team of graphic and UX designers, copywriters, and CMS operators, as we managed content strategy, release calendars, localization, and architecture improvements on **monotype.com** and **monotypefonts.com**.

Hoefler&Co · Graphic Designer, Creative Director
2008–2016, 2016–2022 in New York, NY

I touched all visual communications at Hoefler&Co, oversaw the architecture of **typography.com**, and managed the company's brand standards across all channels. As CD, I played an instrumental part and design lead on every website and product launch. I collaborated with **Jonathan Hoefler** to create all of H&Co's visuals, including its type specimens, illustrations, documentation, email campaigns, advertising, catalogs, and art for the award-winning **Discover.typography**.

Empire Design Studio · Graphic Designer
2005–2006 in New York, NY

Alongside acclaimed designer and creative director Gary Tooth, I designed books for internationally renowned publishers **Penguin**, **Merrell**, **Bulfinch**, and **Chronicle**.

Critt Graham + Associates · Graphic Designer, Design Director
2002–2003, 2003–2004 in Atlanta, GA

I designed books, directed photo shoots, and oversaw press production of annual reports for corporate clients such as **Cardinal Health**, **The Home Depot**, **Carter's**, and more.

Education

University of Florida School of Art & Art History
Bachelor of Fine Arts in Graphic Design

Details on the information presented here and professional references are available upon request.

Skills

My interests lie primarily in elegant typography, clean user interfaces, and technical precision, both in print and on screen. Adept in Adobe Creative Cloud and Figma, I'm no stranger to HTML, CSS, or Git repos. Away from the computer, I enjoy working with my hands and have the scars to prove it.