


# Brian Hennings

## *Creative Director*

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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 Museum of Modern Art in New York. My client list includes work for NASA, Goodwill, Monotype, and more.

## Work Experience

### Monotype, Creative Director of Digital Experience 2022-2024

I was responsible for directing a team of graphic and UX designers, copywriters, web producers, and CMS operators as we managed content strategy, release calendars, localization, and architecture improvements on monotype.com and monotypefonts.com. Additionally, we focused on improving customer experience and increasing retention for Monotype Fonts customers through type education and inspiration.

### Hoefler&Co, Creative Director & Designer 2008-2022

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 Creative Director, 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, printed ephemera, catalogs, and themes for the award-winning Discover.typography.

### Empire Design Studio, Graphic Designer 2005-2006

Alongside acclaimed designer and creative director Gary Tooth, I designed books for internationally renowned publishers Penguin, Merrell, Bulfinch, and Chronicle, plus branding, promotional materials, websites, and environmental signage for Route 7 Grill and The Opportunity Agenda.

### Critt Graham + Associates, Design Director 2002-2004

I designed annual reports for large corporate clients including Cardinal Health, The Home Depot, Carter's, Chesapeake Corporation, and Knight Capital Group.

### 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 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 Illustrator, InDesign, Photoshop, After Effects, and Figma, I'm no stranger to HTML, CSS, Git repositories, or the Agile workflow. Away from the computer, I enjoy working with my hands and have the scars to prove it.