

Brandon Herbel
Creative Director & Brand Strategist

Bio My name is Brandon Herbel. I am a creative with 20+ years of experience across music, fashion, and technology. Built brands and campaigns for Lady Gaga, Nike, Warner Music Group, and Bravado while leading design initiatives for Fortune 500 companies including Mutual of Omaha and Gordon Food Services. Known for bridging the gap between creative vision and business outcomes.

I lead with strategy, execute with craft, and build teams that do both. Currently seeking a senior creative leadership role where I can drive brand direction at scale.

Selected Clients

Entertainment:

Lady Gaga (Monster Ball Tour), Bruno Mars, Paramore, Fall Out Boy, Panic! At The Disco, John Mayer, The Used, Epitaph Records, Warner Music Group, Bravado.

Brands & Enterprise:

Nike (Chicago Flagship), Mutual of Omaha, Gordon Food Services, Swappa, Hayneedle

Featured In:

People Magazine, Us Weekly

Experience

Co-Owner & Creative Director

Bones Co. | May 2019 - Present

Lead a boutique creative studio specializing in brand identity, digital design, and Webflow development. Partner directly with founders and marketing leaders to transform brand positioning into cohesive visual systems.

- Delivered end-to-end brand identities, websites, and marketing systems for clients across e-commerce, hospitality, and tech
- Built and maintained long-term client relationships through strategic consultation and consistent creative excellence

UX Manager

Manifold | September 2019 - September 2022

Managed the design practice at a digital product agency, overseeing UX/UI for enterprise clients while building team capabilities and design culture.

- Led design strategy for Cora Home, Eat Purely, and Gordon Food Services, delivering experiences that drove measurable business outcomes
- Mentored junior and mid-level designers, establishing career development frameworks and design critique practices
- Facilitated Google Design Sprints and stakeholder workshops, aligning cross-functional teams around user-centered solutions

Product Designer

Swappa | July 2017 - September 2018

Sole designer during a critical growth phase, responsible for brand evolution and product experience across web and mobile.

- Led company rebrand and visual identity overhaul, establishing a design system that scaled with rapid business growth
- Redesigned the marketplace experience to accommodate new gaming vertical, expanding addressable market
- Streamlined listing flow to reduce friction and improve seller conversion rates

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Experience

UX Designer

Mutual of Omaha | August 2015 - July 2017 & September 2018 - February 2019

Introduced modern design methodologies to a 100+ year old institution while leading visual design for their primary digital properties.

- Led visual design for MutualofOmaha.com redesign, serving millions of users across insurance, retirement, and investment products
- Introduced Google Design Sprints to the organization, reducing solution discovery from months to days
- Created comprehensive style guide ensuring WCAG accessibility compliance across all digital touchpoints

Product Designer

Hayneedle.com | July 2013 - July 2015

Joined the in-house product team at a major e-commerce retailer, focusing on conversion optimization and mobile experience.

- Redesigned site navigation, contributing to a 20% increase in sales through improved product discovery
- Designed and launched their first mobile shopping experience from the ground up
- Created seasonal campaign experiences for high-traffic shopping events including Black Friday

Freelance Creative

Really Up There | January 2003 - Present

Two decades of independent creative work spanning brand identity, merchandise design, illustration, and art direction for entertainment, retail, and technology clients.

- Designed official tour merchandise for Lady Gaga's Monster Ball Tour (2009—2011)
- Created custom illustrations for Nike's Chicago flagship retail installation
- Developed merchandise programs, album artwork, and brand materials for major label artists

Early Career

Squad Studios (2008—2009)

Graphic & Web Designer for premier music industry design studio. Designed desktop and mobile experiences for John Mayer's tour, launched Kings Road e-commerce for Epitaph Records, created merchandise for Panic! At The Disco, Fall Out Boy, and Paramore.

Make Believe Clothing Co. (2008-2014)

Co-Founder & Art Director. Built an apparel brand from concept to national retail placement. Featured in People Magazine and Us Weekly; worn by notable celebrities.

Capabilities

Creative Leadership

Art Direction, Creative Strategy, Brand Positioning, Design Systems, Team Mentorship, Client Presentation, Design Sprints, Workshop Facilitation

Brand & Visual Design

Brand Identity, Logo Design, Typography, Visual Storytelling, Packaging, Environmental Graphics, Merchandise & Apparel Design, Illustration

Digital Product

UX/UI Design, Responsive Web Design, Mobile Design, Information Architecture, Prototyping, Usability Testing, Accessibility (WCAG)

Tools

Figma, Adobe Creative Suite, Webflow, and HTML/CSS