Brian Ray 319.621.6136

Brian@brayphoto.com 1640 Fawn Drive, North Liberty, IA 52317 www.brayphoto.com

**S U M M A R Y**

**Visual content producer with a diverse set of photographic, multimedia, technical, and management skills.** Experience includes more than twenty-five years of covering University of Iowa Athletics with award-winning photography and multimedia. Consistently developing new and innovative ways to engage audiences through technical projects including time-lapse videos, gif creation, photography, and video while cultivating new viewers through social media. I am a self-starter with a proven track record of working with multiple departments and teams to complete tasks for the betterment of the organization. Examples of my work can be found at [www.brayphoto.com](http://www.brayphoto.com) / <https://theiowahawkeyes.exposure.co> / [www.hawkeyesports.com](http://www.hawkeyesports.com)

**E X P E R I E N C E**

**University of Iowa Athletics Department,** Iowa City, Iowa. 2013 to Present. The University of Iowa is a Board of Regents State of Iowa educational institution and a member of the Big Ten Conference offering 21 varsity sports.

Director of Visual Media (2018-Present)

Works with Marketing, Video, Graphics, and Sports Information staff to develop a strategic and comprehensive visual strategy. Works to advance the brand of the Iowa Hawkeyes and adhere to the “Win. Graduate. Do It Right” mission of the department. Creates and monitors the yearly photo budget to keep Iowa Athletics at the forefront of technology while being a good steward of university resources. Manages the day-to-day operations of the assistant director of visual media and student workers to make sure all events, photo shoots, and recruiting jobs are fulfilled in a professional manor. Ensures that all title IX and diversity requirements are met as it pertains to our unit. Serves as the primary photographer for 21 Big Ten Conference division one sports teams and the University of Iowa Athletics Department as a whole. Creates high quality imagery from live events and games, studio shoots, and specialty projects to be used across all platforms. Works closely will all stakeholders to create engaging and timely content for use on the website, social media, video boards, stadium signage, advertising, fund raising, and recruiting. Works with the design team to create and execute the visual look for the department’s yearly branding efforts. Responsible for creating and maintaining the department’s Libris photo archive.

* Facilitated the hiring and training of the assistant director of photography
* Developed and maintained an inventory of all the units photo equipment
* Responsible for creating and maintaining the units five-year plan for equipment purchase and replacement
* Implemented the Trello project tracking software to ensure all events are covered and provide metrics on the kinds and amount of work being done.

Staff Photographer (2013 to 2018)

Served as the primary photographer for 24 Big Ten Conference Division One sports teams and the University of Iowa Athletics Department as a whole. Created high quality imagery from live events and games, studio shoots, and specialty projects to be used across all platforms. Worked closely will all stakeholders to create engaging and timely content for use on the website, social media, video boards, stadium signage, advertising, fund raising, and recruiting. Worked with the design team to create and execute the visual look for the department’s yearly branding efforts. Managed student staff and was responsible for purchasing and maintaining all departmental photo equipment.

* As the first staff photographer in the history of the UI Athletics Department I created a photo department from the ground up. This included purchasing equipment and designing and implementing a cloud-based content management system on the Libris platform
* Served on the department’s social media committee to develop best practices to be used across all social media platforms.
* Created the department’s Instagram account and grew it to over 55k followers
* Created the department’s theiowahawkeyes.exposure.co page and created all of the photo stories on the site.
* Developed a program to provide team’s the ability to do photo shoots with recruits when they are on campus. The photos are then able to be used to further the recruiting process.

**The Gazette Company**, Cedar Rapids, Iowa 2000 to 2013. This employee-owned multimedia company is more than 125 years old with several divisions, including *The Gazette* daily newspaper, KCRG-TV9, Color Web Printers, and Fusion Farm advertising agency.

Senior Visual Journalist, *The Gazette*-KCRG TV-9 (2009 to 2013)

Coordinated daily operations and long-term planning with various company teams. Consistently found and implement cost-effective ways to engage the public and improve the product. Participated in multiple company-wide initiatives to revamp the photo archive and file management systems. Managed the workflow and workloads of four full-time still photojournalists and one intern. Adapted quickly to last-minute changes in order to meet rolling deadlines for web, print and broadcasting operations.

* Researched, tested, and implemented the Slideshow Pro content management and display system to improve the user experience of slideshows on the company’s multiple platforms.
* Participated in the committee to develop workflows and implement a new photo sales solution to increase revenue for the department.
* Manage the long term and daily schedules of the visuals staff while working closely with department heads to determine the most effective use of staff resources.
* Created and implemented a new Microsoft Outlook-based calendar system to replace an outdated paper system used to schedule staff.
* Led the visuals component of the five-year flood anniversary coverage, including three special sections and a book.

Iowa City Chief Photographer, *The Gazette* (2004 to 2009)

Managed *The Gazette’s* visual report from the Iowa City office, focusing on University of Iowa athletics and news coverage of Iowa City, Coralville, the University of Iowa, and surrounding areas. Served as the backup to the Visuals Editor.

* Led *The Gazette’s* Johnson County coverage of the flood of 2008.
* Participated in the planning and implementation of the company’s conversion from film to a digital workflow, and consulted on subsequent equipment upgrades.
* Pioneered the workflow for the still photographers to produce packages for KCRG TV-9 on a storm-chasing trip to tornado alley with meteorologist Kaj O’Mara.

Staff Photographer, *The Gazette* (2000 to 2004)

* Responsible for photographing a wide variety of breaking news, feature, and sports assignments for

different sections of the paper.

* Developed innovative, self-motivated ideas for coverage.

***The Daily Iowan***, Iowa City, Iowa 1996 to 2000. The independent student newspaper of the University of Iowa

Photo Editor (1998 to 2000)

* Oversaw both companywide image production staff and newsroom’s photojournalism staff.
* Evaluated and hired new staff members.
* Worked with the various department heads to plan coverage.

Staff Photographer (1996 to 1998)

* Covered University of Iowa athletics and campus life in Iowa City.

**E D U C A T I O N & P R O F E S S I O N A L D E V E L O P M E N T**

**University of Iowa,** Iowa City, Iowa. Graduated in 2002 with a Bachelor of Arts in journalism and psychology.

**The Pacific Institute,** Certificate of Completion, Investment in Excellence Program, 2011.

On-site, four-day seminar on skills to build a more constructive culture with a common language, creative environment, and sense of accountability and interest in positive contribution.

**A W A R D S**

* 2015 Hawkeye Football Bump Elliot Appreciation Award Recipient
* Iowa Newspaper Foundation First Place Award for Best News Photo Dailies Class II 2013
* Iowa Newspaper Foundation First Place Award for Best Feature Photo Dailies Class II 2013
* Iowa Associated Press Managing Editors First Place Award for Best News Photo 2012
* Iowa Associated Press Managing Editors First Place Award for Best Sports Photo 2011
* Iowa Associated Press Managing Editors First Place Award for Best Sports Photo 2010
* Iowa Press Photographers Association Professional Photographer of the Year 2004 and 2005
* Iowa Press Photographers Association College Photographer of the Year 1999 and 2000

**S O F T W A R E & T E C H N I C A L S K I L L S**

* Adobe Creative Suite (Photoshop, Lightroom, Premiere, After Effects, Illustrator)
* Libris Online Content Management
* Photo Mechanic
* Hype HTML5 Editor
* WordPress
* PTGui Pro
* Pano2VR