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## Brian Franks '95

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*Vice President, Creative Marketing, American Eagle Outfitters*

*Co-owner, HOUSE 15143*



Brian Franks' creativity has led to a notable 17-year career with American Eagle Outfitters (AEO) and a co-owned business.

In 1996, he joined American Eagle as a graphic designer and was responsible for the design of all printed materials and store experience. Since then, Franks has worked as the company's art director and executive creative director. He has influenced the company brand through graphic design, advertising media, brand identity, marketing strategy and creative direction. Currently as vice president of creative marketing, Franks oversees all creative direction and ongoing creative marketing efforts for the AEO brand.

He also co-owns HOUSE15143, a home goods and design store located in Sewickley, Pa. He creates custom framed art with his wife, Danielle, and business partners, Kristin and Kevin Bordeau.

Franks said his La Roche professors helped him transform from an artist to a graphic designer and visual problem solver. "George Founds and Michelle Tsouris were both influential teachers that helped change my perspective," he said.

