



# BRIAN KANE

## GRAPHIC DESIGNER+

### THIS IS ME/

An amiable Graphic Design guru who's known for delivering design solutions that consistently exceed expectations. Though more of the quiet type, I'm a great listener and I ask the right questions at the right time. Analyzing and critiquing everything I see everywhere I go, I am always identifying trends to discover new ways to do what I do differently and, more importantly, better. There's nothing more thrilling for me than bringing solid ideas to life through visuals that wow people. Simply put: I'm just wired to be creative and do quality work.

### contact

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### portfolio

[brian-kane.com](http://brian-kane.com)

### EXPERIENCE/

#### 2015—Present | Senior Graphic Designer Shark/Ninja, Newton, MA

Shark brand lead designer for in-house agency creative team—develop consumer goods packaging for new product launches to elevate Shark's core packaging lineups at Target, Bed Bath & Beyond, Kohl's, and Walmart.

- Launched Shark's flagship DuoClean stick vacuum (featured on QVC)—designed and developed a suite of deliverables that included product logo, packaging concepts, in-store display/POP, collateral, interactive product guidelines, and Amazon A+ web pages
- Refreshed Shark brand architecture for Shark Navigator, Lift-Away, Powered Lift-Away, and Rocket franchises
- Directed off-site product/lifestyle photoshoots for essential Shark Rotator Lift-Away products for online retail (Best Buy, Bed Bath & Beyond, Amazon, Kohl's, Home Depot, Overstock, and Walmart)
- Currently designing packaging concepts for key Spring/Fall 2017 product launches

#### 2012—2015 | Senior Art Director Page2, LLC, Greater Boston Area

Established New England presence for growing NJ-based design agency with broad account roster from pharmaceutical, finance, and wine and spirits to technology, music, and industrial and chemical manufacturing. Brought on board to strengthen company's design capabilities and spearhead expansion of digital and mobile service offerings.

- Built agency's mobile portfolio from the ground up
- Developed proof of concepts for Adobe Digital Publishing Suite-based apps
- Launched and designed iOS app "TEKS Challenge" for Pearson, the world's leading learning company
- Designed and led development of app that provided global field sales teams with mobile collateral for Ricoh, the world's largest copier manufacturer
- Managed and motivated four-person design staff
- Established roster of trusted freelance resources

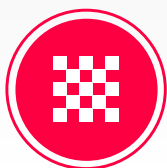
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### SOFTWARE/

Mac OS	Adobe Digital Publishing Suite [DPS]
InDesign CC	Keynote [Presentation]
Photoshop CC	Office
Illustrator CC	ScreenFlow [Video]



## ART DIRECTOR



## DIGITAL DESIGNER



## PRINT DESIGNER

### contact

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### 2007—2012 | Design Manager, Creative Services Pearson, Boston, MA

Part of executive team tasked with realigning marketing resources around new corporate structure. Served as U.S. K-12 brand ambassador, successfully spearheading reorganization of creative services workflows to support global brand initiatives.

- Cultivated centralized in-house agency model, building a proactive, responsive design team to support clients across multiple U.S. locations and business units
- Led mindset shift to integrated campaign approach that helped generate \$800+ million in annual sales
- Maintained demanding quality standards in high-volume, fast-paced, deadline-driven creative environment
- Conceived and developed an innovative, high-tech design-concept delivery platform providing clients a rich and highly interactive experience
- Teamed up with Apple Inc on launch of MyPearsonMobile.com to support worldwide rollout of Apple/Pearson iBooks Textbooks
- Teamed up with senior leadership on re-branding of all trade show equipment and graphics with \$150,000 budget
- Established complete brand identity for newly acquired virtual learning solution; rolled out innovative palette of customizable sales tools to expand Pearson market share in \$15 million industry sector

### 2005—2007 | Design Manager, Strategic Communications Pearson, Upper Saddle River, NJ

Managed all phases of strategic development, design, and production during a pivotal shift in Pearson's global operations and branding strategy.

- Collaborated directly with senior leaders on unified brand-identity solutions that delivered clear and consistent brand message to customers
- Developed numerous internal and external brand-awareness deliverables and maintained guidelines for brand usage throughout the organization
- Guided business-unit leaders in unification of print, digital, and exhibit graphics and messaging
- Conceived and developed corporate "Meet the Student" advertising campaign to humanize and reinforce Pearson's global mission

### 2000—2005 | Senior Designer, Marketing and Sales Communications Pearson Prentice Hall, Upper Saddle River, NJ

Took a leadership role in creating visual identities for secondary education program marketing campaigns across all 6-12 disciplines.

- Developed highly successful campaign elements for *Miller & Levine Biology*, which subsequently became the #1-selling high-school science program
- Conceptualized and created "Teach. Inspire. Connect." branding element to unify all marketing collateral under Pearson corporate banner
- Broadened team pitching techniques by example with fresh campaign presentation pitches for high-profile flagship products such as the *Prentice Hall Literature* program

## EDUCATION/

St. Thomas Aquinas College, Sparkill, NY  
B.S., Commercial Design, 1996  
Alpha Chi Honor Society, Dean's List, Best in Show

Rockland Community College, Suffern, NY  
A.A.S., Advertising, Graphic Arts & Advertising Technology, 1994  
Glenn Scott Beck Art Scholarship