

Kyle Bernhardt
Creative Director / Art Director

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I am an integrated Creative Director / Art Director with experience working on global accounts and overseeing multiple teams across a variety of brand categories. I have worked on large broadcast productions with celebrities and athletes, socially integrated projects with quick turnarounds, heavy digital design/UX overhauls, full animation productions and everything in between.

On the side, I've done various collaborations, co-founded and fully developed a swimwear brand, and am currently developing a collection-based lifestyle brand.

WORK

Freelance Creative Director / Art Director Jun 2016 - Present

Integrated creative gun for hire and open to travel. High level concepting, design and copy lead who is willing to get my hands dirty.

Experience has included new business pitches, global brand work, digital launches and branded content so far at places like Grey NY, Big Spaceship, ROC Nation, Oliver and others.

Creative Director | Story Worldwide | Nov 2014 - Jun 2016

Lead concept, design, and execution across teams in the New York and Seattle offices. Work directly with ECD and Director of Client Services on maintaining communication with clients on brands like Suave Professionals & Kids line, Bertolli, Clear and others.

Integrated ACD / Sr. Art Director | Saatchi & Saatchi, NY | April 2012 - Nov 2014

Lead concept, design, and execution across teams in the New York office as well as globally. Report directly into CDs, ECDs and Global CDs on integrated campaigns as well as stand alone executions for brands like Head & Shoulders, Miller Lite, FruitSnacks, Trident and others.

Freelance Art Director | Grey Group, NY | Jan 2012 - April 2012

Helped launch the "Stories" campaign for UPMC (microsite, video edits, banners, print, social). Involved in successful new business pitch for RadioShack as well as new campaigns for Crown Royal.

Interactive Creative | Crispin Porter + Bogusky, Boulder | Jan 2011 - Jan 2012

Responsible for design, concept and execution of interactive projects for American Express, Microsoft, and new business ventures. Part of a full in-house team that did a complete visual redesign for the American Express OPEN Forum site. Visual lead for the optimization of the mobile site as well. Experience included client presentations.

Art Director / Studio Artist | Factory Design Labs, Denver | Nov 2006 - Jan 2011

Lead the concept, design and execution of integrated campaigns for The North Face's global account, specifically the Performance (running/training) and Youth divisions. Initiatives included mobile/iPad platforms as well as print, outdoor, broadcast, event and others. Worked directly with and presented to the client.

Worked on concept, design and execution of integrated "Look Deeper" campaign for the Revo eyewear brand relaunch.

Interactive Marketing Creative Studio | Target Corp, Minneapolis | Jun 2005 - Sept 2006

Supported the in house Interactive Marketing team as an intern and then kept on full time. Assisted and produced many initiative driven campaigns for Target.com and Target Stores. Responsibilities included design and production for microsites, banner campaigns, e-mail marketing as well as e-comm website maintenance. Additional responsibility included filling role of all-star quarterback for Target Intramural Football League.

SCHOOL

University of Minnesota - Twin Cities | Dec 2005

Bachelor of Individualized Studies - Concentrations in Advertising/Design/Studio Art