

## Kevin Kedroe

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## Profile

Senior Creative with a conceptually colorful and inclusive point of view, connecting products to markets with image systems that are visually, emotionally and strategically impactful.

## Education

Cooper Union School of Art  
BFA - 2005 Specialization in Design  
Joint and Art Student Councils

## Skills

Art/Creative Direction

Pitch & Presentations

Video/Film Production Design

Illustrator

Photoshop

InDesign

Quark

Retouching

Illustration

Powerpoint

Keynote

Photography

Final Cut Pro

Premier

Production Management

## Awards

### Sundance Film Festival

Saintsrest/2016. Selection

### Directors Guild of America

Samaria/2014. Winner

### Urban World Film Festival (HBO)

Samaria/2014. Winner

### Jr. Academy Award

Samaria/2014. Winner

### Urban World Film Festival (BET)

Christmas Wedding Baby/2014. Selection

### Sundance Film Festival

Newlyweeds/2013. Winner

### Urban World Film Festival (BET)

The Roe Effect Winner/2009.

### Saatchi & Saatchi Producers Award

The Roe Effect Winner/2009.

### ABFF (HBO - American Black Film Fest.)

The Roe Effect Winner/2009.

## Clients

NBC, Sephora Product/Forea, Disney, Everspring, Hightower, Coca-Cola, Cover Girl, Solix, Fabrazyme, Thandos, NYC Department of Health, MET-Rx, Body Fortress, Pure Protein, Colief, Secret (P&G Brand), Raptor (Pharma), Toyota, Black Girls Rock

## Experience

### Art Director/Production Designer

Worked along side directors and producers developing their project's visual direction for two feature films and an NBC pilot. Managed the creation of the productions' visual elements.

### Sr. Art Director

Created engaging content that propelled pharmaceutical brands communications through their evolution from print to digital delivery. Used strategic scientific insights to create compelling brand stories. Pitched agency's work to prospective clients. Managed project time lines and creative staff.

### Sr. Art Director

Developed and managed the execution of visual strategies that advanced clients' brands. Created and pitched client proposals/presentations. Developed and managed concurring internal timelines and budgets. Oversaw creative staff (vendors, photographers, printers and freelancers).

### Art Director / Project

Created the theme and visual direction for a video based digital campaign for the Coca-Cola Co Creations meant to show coke's role as an integral part of tasty summer food traditions.

### Freelance Art Director

Created Pharma/Health Care visual assets including new look & feel, advertising and tag-lines for a newly re-branded hospital network. Developed collateral for agency's other pharmaceutical brands.

### Art Director / Freelance

Developed social media concepts and created visual assets for NBTY brands (MET-Rx, Body Fortress, Pure Protein) to keep their consumer base engaged during the holiday season.

### Senior Brand Designer

Brought on as Junior Designer then quickly promoted to Art Director, worked exclusively alongside creative director creating brand marks and brand guideline manuals to ensure multi media fidelity.

### Art Director

Developed corporate marks, websites, and corresponding collateral. Contributed as creative director developing visual strategies that enabled clients to reach their target audiences.

### Art Director

Redesigned magazine and its website, produced photo shoots, directed and hired freelancers, illustrators and photographers. Diligently worked with printers to meet publication deadlines.

### Art Director / Video Project

Created the visual direction for the video piece and coordinated the construction of the sets for Toyota Camry's, demographic specific, social media campaign.

### Spatial Branding / Freelance

Coordinated with the Lincoln Center event staff and Black Girls Rock Staff to design site specific color decor, signage and posters for the Cover Girl sponsored event.

### Junior Art Director / Freelance

Created imagery for the female tween market. Worked with agency's creative director to produce a suite of images for use in the Secret/Gillette, "Create Your Own Expressions" campaign.

### Assistant Art Director

Gathered images from record labels and oversaw the scheduling and budgets of photoshoots. Responsibilities also included concert & product photography and a portion of the editorial design.

### Film OCT 2017 - MARCH 2018 / New York, NY

### Big Arrow Group FEB/SEP - 2017 / New York, NY

### Knead Creative 2012 - 2017 / New York, NY

### Coca Cola/TV-ONE 2016 / New York, NY

### Big Arrow Group JUL/OCT - 2015 / New York, NY

### Vayner Media OCT - 2014 / New York, NY

### The Delve Group 2011 - 2012 / New York, NY

### Abstract Marketing 2010 - 2011 / New York, NY

### The Green Magazine 2009 - 2010 / New York, NY

### Toyota 2009 / New York, NY

### Grey Advertising 2009 / New York, NY

### Grey Advertising 2006 - 2009 / New York, NY

### Global Rhythm Mag. 2005 - 2006 / New York, NY