



BRIAN M KANG

CREATIVE STRATEGIST

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SKILLS

Overview

Visual Design
Branding/Creative Direction
Marketing/Market Research
Product Design
Interaction Design
Fine Arts

Design

Photoshop
Illustrator
InDesign
Premiere Pro
After Effects
Sketch
Principle
Rhino

Research

Prototyping
Wireframing
User Flows
User Research
Usability Testing

Programming

HTML + CSS
Javascript
jQuery

PROJECTS

Couture Fashion Show Design

- Aesthetically driven, story-telling of "beauty as disease" via Narcissus mythology
- Conceptualized clothing designs with set design

Violation of Space | Installation Design

- Conceptualized installation piece, focussing on the idea of having physical senses stripped away
- Created on 3D modelling software, paying attention to scale and materials

Wanderus | Creative, UI/UX, Coding

- App that curates experiences, allowing users to share with others
- Intuition driven design, with a focus on user experience to facilitate usage
- Prototyped - currently in development

EDUCATION

2014 Boston College | Chestnut Hill, MA
2018 Psychology BS & Economics BA, GPA: 3.5/4.0 | Dean's List

summer 2017 Horizons School of Technology | San Francisco, CA
Immersive full-stack software engineering course focused on web development (JS, HTML, CSS) & entrepreneurship

EXPERIENCE

Oct. 2017 Fisherman | Chestnut Hill, MA
present Advisor, Formerly Creative & Design Director
- Create brand identity and manage market research direction
- Develop design and style language - one that is scalable & easily implemented
- Work closely with engineering team in creating frontend interfaces

Jun. 2014 Freelance | New York, NY / Boston, MA
present Creative Consultant
- Work with organization in creating brand identity & any needed collaterals
- Ideate marketing strategies to reach target audience & grow
- Develop front end design of website, focussing on UI/UX

Aug. 2015 Boston College Arts Council | Chestnut Hill, MA
May 2018 Lead Marketing Coordinator
- Conceptualize new branding yearly, executing via various collaterals
- Organize multiple events on campus, working closely with other groups

Jun. 2016 RIDEAU | New York, NY
Aug. 2016 Creative Director's Assistant
- Work closely with Creative Director, attending all events & meetings
- Support day-to-day operations, working mainly on back end of production
- Attend New York Men's Fashion Week, organizing & preparing for event

Jun. 2014 Mori Lee | New York, NY
Aug. 2016 Marketing Intern / Executive Production Assistant
- Conduct market analysis, market & branding research, competitor analysis
- With CEO, VP, head designer - discuss branding & marketing strategies
- Coordinate & aid head pattern maker in production, communicating with international factories - aiding quality control

in /IN/BRIANMKANG/

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