



**KEVIN O'BRIEN**  
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## EXPERIENCE

May 2013 - January 2021

**Senior Graphic Designer • Centric Brands (formerly MZB & GBG) • New York, NY**

I was a designer in the beauty division at Centric Brands. My main responsibility was designing bath and cosmetic products for all major retailers, which included Wal-Mart, Target and 5 Below. Aside from designing licensed product for Disney, Nickelodeon and Marvel, I was also responsible for developing private label brands. I created a wide array of projects that included holiday sets, bubble bath and 3-in-1 molded character bottles. My division was a high volume and fast paced environment that developed all promotional and modular programs to present throughout the calendar year. I was responsible for every aspect of the design process from product development to final mechanical for production. In addition, I was responsible for getting final approval from licensors and I worked closely with factories to approve all aspects of final production. Additional projects included presentations, sales collateral, trade ads, trend boards and 3D product development.

August 2010 - April 2013

**Art Manager • Townley Inc., • New York, NY**

Working at Townley, a cosmetic company specializing in licensed product, I supervised designers and designed a wide range of cosmetic projects. Design projects included cosmetic sets, packaging, rendering turnaround for 3D molds and point of purchase displays. I also worked closely with the merchandisers to create private label cosmetic lines and designed new cosmetic components. Other responsibilities included traveling to China to visit with factories and to work with our production team based in China during the Holiday season.

April 2010 - July 2010

**Freelance Graphic Designer • European Home Designs • New York, NY**

During my time at European Home Designs I worked in the pet apparel division. I was responsible for designing pet apparel, bedding and packaging for the pet industry. I also designed point of purchase displays and created sales material for the sales team.

June 2001 - Jan 2009

**Senior Graphic Designer • 4Kids Entertainment Inc. • New York, NY**

While working at Kids Entertainment, a children's entertainment licensing company, I designed a wide range of projects and supervised staff to ensure quality based on company standards. Projects included style guides, packaging, magazine ads, licensing show booths, posters, corporate identity, property guides, presentations, web art, newsletters, and dvd's. Other responsibilities included on site press checks, traffic coordination, directing photography and contacting vendors for production.

Aug 2000 - Mar 2001

**Assistant Art Director • Wunsch Sweeney Advertising • Babylon, NY**

I gained agency experience while working at Wunch Sweeney. I was responsible for the complete design process from concept to completion. Tasks as a designer included color correction, retouching photography, illustration, preparing art work for press and designing the annual catalogs for Daron Worldwide Trading.

June.1999 - Aug.2000

**Graphic Designer • MV Sport • Bayshore, NY**

At MV Sport I was responsible for designing packaging and graphics for the garment industry, working in conjunction with the marketing department to develop packaging concepts, attending sales conventions to promote product line to prospective clients and creating sales materials for sales staff.

## EDUCATION

Jan.1995 - May.1998

**Farmingdale University**  
B.A. Visual Communication

Sept.1992 - Dec.1995

**Suffolk Community College**  
A.S. Fine Arts