

Kevin McPhee		1028 Ashbury Street San Francisco, CA 94117 phone 650.593.4127 email: kevinmmcphee@xw	
Resumé			
Experience	1994-2025	B+N Industries 15 Guittard Road Burlingame, California	Creative Director. Product design and marketing / website / promotions / collateral / catalogs / advertising / marketing strategy consultation /brand, product presentation,and environment work with various national and international clients.
	1991-1993	Sam & Libby 1123 Industrial Road San Carlos, California	Creative Director. Development of national advertising campaign, print and broadcast. Strong media placement involvement. In-store shop program design and implementation. Direction of free-standing retail architectural design. Trade show design. Strategizing and defining customers and marketing directions of various divisions, including men's, women's and kids shoes, ready-to-wear, and private label. Steering the consistency of image throughout the company, from letterheads to the labels in clothes. T-shirt and apparel graphics. Start-up and management of full department, including digital technology, and online artwork transfer with overseas manufacturers. Financial: “road show” media presentation for IPO, annual report, and quarterly reports.
	1990-91	Condé Nast Publications 350 Madison Avenue New York, New York	Free-lance Art Director. Trouble-shooting in various publications. Redesign of the front and back of book for Condé Nast Traveler magazine. Development of new marketing direction and support material for Glamour Magazine.
	1990-91	Random House 201 East 50th Street New York, New York	Free-lance Art Director. Design of several book covers, including a new direction for the Fodor's travel series.
	1990-91	Grey Entertainment and Media 875 Third Avenue New York, New York	Free-lance Creative Director. Development of national ad campaign for Tommy Hilfiger clothing.
	1990-91	Longevity Magazine 1965 Broadway New York, New York	Free-lance Art Director. Art Direction of two issues of this health magazine, including cover concept and execution.
	1989-90	Woman Magazine Condé Nast Publications 350 Madison Avenue New York, New York	Creative Director. Complete redesign of new publication. Development of new and fresh approaches to covers and feature articles. Direction of all Beauty, Fashion, and Lifestyle photography. Strong editorial involvement and direction. Staffing and management of art and photo departments.
	1988-89	Family Circle Magazine 110 Fifth Avenue New York, New York	Associate Art Director. Art directed photoshoots and incorporated the new redesign of the magazine under the Art Director
	1987	Coca-Cola, Inc. New York, New York	Free-lance Package Designer. Design of a full line of grooming products for teens. Development of promotional strategies.
		1985-88The New York Times Magazine The New York Times 229 West 43 Street New York, New York	Senior Designer. Design and layout of entire magazine. Art direction and typography on covers. Art direction of photography and illustration for feature articles. Control of Fashion, Home Design, Food and Wine departments. Close involvement with editors and photo departments. Design of maps, charts, and graphs. Production supervision and quality control.
	1985	Gruene, Inc. 1237 W. Washington Blvd. Venice, California	Free-lance Package Designer. Design of packaging and creative direction of advertisements for print for a full line of grooming products for men. Line included eight products, packaging, magazine advertisements, brochures and promotional and display materials.
	1983-85	Various publications	Free-lance illustrator. Illustrations appeared in a monthly column in GQ., and other publications such as 17, Mademoiselle, and Glamour.
	1984-85	HOME Magazine 140 East 45th Street New York, New York	Associate Art Director. Design and layout of entire magazine. Art direction and style direction for interior and product photography. Art direction of illustration, monthly production supervision and quality control.
	1981-84	Anthony Russell, Inc. 170 Fifth Avenue New York, New York	Designer. Design of several books, magazines, posters, corporate communications, museum signage and publications, and retail environments and signage.
	1981	Resource Manhattan 38 East 57th Street New York, New York	Designer. Design, layout and production supervision of promotional materials for cosmetics, theater, dance, and financial services.
	1981	The Atlantic Monthly 8 Arlington Street Boston, Massachusetts	Designer. Assisted in complete redesign.
	1980-81	TIME Magazine 1271 Avenue of the Americas New York, New York	Designer. Layout, design, production, assistant to the Art Director.
Education	1981	Rhode Island School of Design 2 College Street Providence, Rhode Island	BFA Printmaking, concentration in Graphic Design and Illustration. Studies included three- and four-color separation for hand lithography, integration with letterpress, silkscreen, and etching. Journalistic design, semiotics of visual communication, scenic design. Journalistic writing, Italian, and Italian literature courses at Brown University.
Proficiencies		Creative direction	Goal-oriented marketing and strategic planning / multilevel executional knowledge / art direction and production for print and broadcast / media strategies and planning, including intimate knowledge of inner workings of print pubs / broad-base relationships with national photographers / Photoshoot planning, including knowledge of stylists and production artists
		Design	Adobe Creative Suite
		Multimedia	Premiere, AfterEffects
		Web	WordPress, HTML, CSS
		3-D and Animation	Strata Studio Pro
		AI Video and Photography	Midjourney, Encor, Runway, Suno
References		available upon request	
Awards/Acknowledgements			
	2024	Metropolis Likes Awards	Finalist - Gira - Tilttable
	2023	Metropolis Likes Awards	Finalist - Gira
	2023	Interior Design Best of Year Awards	Finalist - Gira - Taboroid
	2021	Interior Design Best of Year Awards	Finalist - Sorbetti 2.0
	2020	Interior Design Best of Year Awards	Hand Sanitizer
	2018	Design:Retail	Best Store Designs of the Year - Everlane
	2017	BDNY	Best Exhibit Winner - System 1224, Infused Veneer, and Iconic Panels
	2017	Architizer A+Awards	Finalist - Finishes, Walls, Coverings & Ceilings - Fortina
	2017	GlobalShop	Outstanding Booth - VMSD
	2017	GlobalShop	Award of Excellence - Booth Designer Winner
	2017	GlobalShop	Award of Excellence - Best in Show
	2016	A.R.E Design Awards	Silver Award - Hardline Specialty Store up to 3000 sq. ft. - Murad Flagship - Los Angeles
	2015	Interior Design	Best of Year Awards - Fortina
	2015	Architectural Record - Advertising Excellence Award	
	2015-2017	Architizer A+Awards	Finalist - Finishes, Walls, Coverings & Ceilings - Fortina
	2015	VMSD	GlobalShop - Outstanding Booth
	2015	Interior Design	Best of Year Awards - Honoree - Sorbetti System
	2013	Interior Design	Best of Year Awards - Honoree - Iconic Panels
	2013	Interior Design	Best of Year - Infused Veneer
	2010	DDI	Outstanding Showroom Award - Retail Design Collective - New York City
	2010	GlobalShop	Outstanding Booth - VMSD
	2006	Calibre Awards	Retail/Showroom - Cox Communication
	2005	VMSD	Store Fixture Award - Beauty Studio Polaris: Fixture Grouping - Polaris Mall, Columbus, OH
	2004	VMSD	Outstanding Merit - Hardline Specialty Store Under 3000 sf. - Palm Store Century City, Los Angeles
	2004	VMSD	Store Fixture Award - Palm Store Century City - Handheld Display Table - Los Angeles
	2003	VMSD	Store Design Awards - Award of Merit - B+N Industries - Palm Store Century City -
	2003	VMSD	Store Design Awards Grand Prize - Kiosks - Non-Interactive - Palm Café - Westfield Shopping Valley Fair, Santa Clara, CA
	2002	VMSD	Store Design Awards - Most Innovative Fixturing - B+N Industries - Palm Café -
	1998	Print Digital Art and Design Annual 6	Apple - Got it Yet? in-store and broadcast promotional video
	1996	Print Regional Design Annual	Hansgrohe Advertising Campaign
	1996	Lürzer's Archive	Hansgrohe Advertising Campaign
	1996	Graphis Design	Revo corporate identity / in-store product presentation
	1996	RO.R Times	Revo countertop product presentation
	1995	The Store Fixturing Show	1st Place - Best Booth
	1995	Marketing and Media	Marmot Peak Experiences national ad campaign
	1995	SNEWS	Best Catalog, Marmot Outdoor Clothing
	1986-89	Society of Newspaper Designers	various layouts and covers from NYT
	1985-88	Society of Publication Designers	various layouts and covers from NYT
	1984	DESI Design Awards	Various graphic design projects
	1984	Art Director's Annual	Various graphic design projects
	1983	ID Magazine Graphic Design Awards	Various graphic design projects
	1983	Graphis Annual	Various graphic design projects