

KELLY BRYDEN

SPACIAL DESIGNER
CREATIVE DIRECTOR

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EXPERIENCE

KELLY BRYDEN DESIGNS

SPACIAL DESIGNER / CREATIVE DIRECTOR

Worked with brands such as Youth to the People, TikTok, BareMinerals, Philosophy, Honest Beauty, Converse, Humane Society, La Croix and others to design unique spaces for customers to experience their brand.

INSTALLATION ART

Painted colorful and tropical murals around East London to promote bringing color to the notorious gray skyline of London.

SEPHORIA HOUSE OF BEAUTY 2021 + 2022

CREATIVE DIRECTOR

Concepted and designed Sephora's Virtual House of Beauty event for beauty lovers. Lead and managed a team of 3D designers and graphic designers to build a virtual environment that transported the guest into a colorful world.

APOLLO

CREATIVE DIRECTOR

Lead the rebrand of Apollo digital art, a new marketplace and app that gives everyone access to high quality art. Worked with the CEO and CMO to create a new brand identity to attract a younger audience.

ROSÉ MANSION

CREATIVE DIRECTOR

Concepted and designed a multi-room experiences within Rosé Mansion 3 month pop-up (18,000 square feet) in 2018 and permanent location opening in 2019 (34,000 square feet). Worked with various fabricators and muralists to bring this vision to life.

BRIT + CO

ART DIRECTOR

Lead creative producer for all Brit + Co original content.
Produced segments on TODAY show and Good Morning America
Moodboard concepts based on SEO and data findings
Created DIY and set designs, and lead art direction of photo shoots
Writer and illustrator of online tutorials
Co-designed #Creategood - a branded five day NYC experiential pop-up
Co-designed Holiday house - a month long pop-up in SF
Designed and produced set pieces for Re:Make Austin 2014,
Re:Make SF 2014, Re:Make SF 2015, Re:Make SF 2016

EDUCATION

Northeastern University
BFA in Graphic Design
Studio Arts College International
Fashion Institute of Technology

EXPERTISE

Installation art, Event Design,
Graphic Design, Photoshop,
Illustrator, Sketch Up, Google Suite,
Styling, Set Design, Painting,
Sewing