

Ned Karlovich

+44(0) 7714 455 856

ned.karlovich@gmail.com

Profile:

I design brand experiences at the forefront of technology. I have been driving radical innovation for some of the world's most creative brands, and consulting for various companies large and small. Over the last sixteen years, I have worked on a broad spectrum of projects and have adapted to many different roles. I am passionate about conceptual thinking, innovative and pure creative solutions for all aspects of brand language and development. Always working with precise and common goals, like minded people and learning new processes.

•I am a STRATEGIC INNOVATOR. I apply Design Thinking and creative problem solving to turn research and insights into breakthrough products, experiences and services.

•I am an EXPERIENCE DESIGNER. I use a human-centered approach to create new experiences across products, digital media and environments.

•I am an ARTIST. I visually communicate ideas through painting, sculpture, illustrations, graphic design, branding and architecture.

•I am a FUTURIST. I explore emerging trends and cutting edge technologies to create a vision for new forms of interactive communication of tomorrow.

•I am a MAKER. I bring ideas to life through 3D objects, digital prototypes, physical models and getting my hands dirty restoring and building race cars and performance engines.

•I am a STORYTELLER. I create user journeys, written word, and design new story IPs to engage people.

Summary (cont.)

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Born in the United States, with extensive European work experience in sports, fashion and luxury industries, marketing communication, brand design and strategy for the past 15 years. Passionate about conceptual thinking, innovative and pure creative solutions for all aspects of brand language and development. Always working with precise and common goals, like minded people and learning new processes. Having worked both on the client and agency side with a number of international brands and businesses.

Global Brand Design

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Nike Global Football World Cup - South Africa

Global Football & Sportswear Brand Design - campaigns & initiatives

Global and boutique brand guidelines, campaigns and initiatives

Brand Marketing

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Developing & implementing international marketing plans, Internal/external corporate communications

Brand language, copywriting and advertising

Developing & implementing international marketing plans, Internal/external corporate communications
Brand language, copywriting and advertising, concept, event and retail design

Brand Strategy

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Consultant for luxury brands and product design - Gucci Group
Product innovation and research

Brand building and storytelling - BMW/MINI Group

Working with business and global teams to influence and design analytical solutions. A firm understanding of both wholesale and retail business processes, and business intelligence.

Experience

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R/GA Group Creative Director
Brand Development Group

The company for the connected age, develops products, services and communications to help grow our clients' brands and businesses. R/GA has more than 2,000 employees globally with offices across the United States, Europe, South America, and Asia-Pacific and is part of The Interpublic Group of Companies, one of the world's largest advertising and marketing services organisations.

April 2016 – Present
London, United Kingdom

The Invisible Party
Creative Director | Brand Strategist

November 2011 – Present (5 years 5 months)
Amsterdam Area, Netherlands
The Invisible Party is a collective that offers full creative direction, branding and marketing consultancy for the fashion and media industries as well as styling, interiors and environmental design from concept to creation.

R/GA Creative Director - Freelance Consultant
March 2015 – Present (2 years 1 month)
Design / Creative Director for Beats by Dre

Chasin'
Head of Brand Design, Strategy and Creation
December 2013 – February 2015 (1 year 3 months)
Amsterdam Area, Netherlands

The HBD is responsible for the Brand Design Studio and creative output of CHASIN' with oversight of the creative brand team and creative processes; the ideation, presentation and execution of branding and marketing communications campaigns; the profitability and creative quality of projects, and the operational readiness of the creative team, all in fulfillment to the consistency of the CHASIN' brand. HBD listens, aligns, develops concepts, designs and presents any creative assets that the brand will be responsible for in collaboration with Marketing, Product, Retail and Digital.

...,staat

Creative Director

January 2011 – May 2012 (1 year 5 months) Amsterdam Area, Netherlands

...,staat is an international creative agency based in Amsterdam, the Netherlands. An independent world player, its clients run the gamut from local heroes to global brands.

Original thinkers who know no limits ...,staat is just one of a handful of agencies worldwide that has the ability to deliver fully-integrated branding – from strategy to concept to design. And from graphic design to digital, books, fashion, film, events and products. Always adding value to the brand.

Nike Inc.

Creative Director / Senior Art Director - Global Brand Design

May 2006 – December 2011 (5 years 8 months)

(Global Football, Global Running and Global Sportswear)

Part of the European and Global Brand Design Team at the Marketing department; an internal creative department that creates work across all media for retail, campaigns, environments & events: brand experience, visual identity, retail stores, windows, instore communication, display, signage, fixtures, shop in shop, pop up stores, exhibition design, booth design and implement marketing initiatives.

Fahrenheit 212

Design Director

November 2005 – May 2006 (7 months)

Fahrenheit 212 is a New York-based innovation consultancy that invents and brings to market new products, services, and businesses for Fortune 500 companies. Fahrenheit 212 based on a truism about the pursuit of growth through innovation and the market gap that lies between them. A capability that brings together under one roof strategic vision, hard-core analytics, operational realism and commercial acumen with creative inventiveness, design, storytelling, brand, sensory and visual prototyping.

Creative Director

Santos & Karlovich

January 2004 – January 2005 (1 year 1 month)

Virgilio Santos and Ned Karlovich met as designers at ATTIK in New York 2004. Santos and Karlovich were no longer interested in working for an agency or a company, they decided to work together, and founded S&K in 2007.

Initially, they worked mainly for the music industry, designing record sleeves, but soon they start working within the worlds of fashion and art. The design studio continued to grow in the US and Europe. The studio was eventually closed in 2009.

ATTIK

Senior Graphic Designer

September 2001 – January 2004 (2 years 5 months)

ATTIK is a creative communications agency, which specializes in developing branded advertising and interactive experiences. Our goal is to get the world talking, staring, blogging and most importantly, remembering our clients' brands.

Over the past 24 years, ATTIK has been fortunate to work with some of the world's most renowned and revered brands including, Coca-Cola, Toyota, Adidas, Sony Online Entertainment and the NFL.

ATTIK is a recent addition to the Dentsu Global Network. This affords us the opportunity to offer our clients a truly global perspective.

Visual Designer
United States Department of Energy

May 2001 – August 2001 (4 months) Washington D.C. Metro Area

Small consulting team setting collaborative goals that balance design and simple communication. We intended to serve as a blueprint for the Department of Energy to help address visually the nation's energy, environmental, and nuclear challenges through transformative science and visual technology solutions on digital platforms.

Education

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School of Visual Arts
Masters Degree, Design as Entrepreneur
2004 – 2005

The School of Visual Arts MFA Designer as Author launched in 1998 as an alternative to traditional masters' programs that emphasize form over content. Our students are encouraged to create their own content using new media and develop a thesis aimed directly for a marketplace of goods and ideas.

Entrepreneurship has become more significant throughout the contemporary design scene. MFA Design students work individually and collaboratively during two intensive years to develop objects of value through electronic and handcrafted means. They network with visiting and full-time faculty, who are all professionals, to insure that their intellectual properties are aesthetically sound and conceptually viable.

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Edinboro University of Pennsylvania
Bachelors, Graphic Design
1997 – 2002

The Art Department at Edinboro University is accredited by the National Association of Schools of Art and Design, and offers an opportunity for creative students to enhance their artistic and scholarly abilities and to develop careers in the visual arts. Edinboro University was founded in 1856 and has a strong tradition in teaching art. The Art Department is now one of the most comprehensive in the country, incorporating studio art, art education and art history at the undergraduate and graduate level. Degree programs are available in Applied Media Arts, Studio Art, Art Education and Art History.

Carnegie Mellon University
Painting, Fine Art
1995 – 1996

The Bachelors requires two years of foundation studio courses in various media from painting and woodworking to video editing and metal casting. The first four semesters also demand art history and general breadth courses. By the junior year, undergraduate students are finally allowed to select advanced courses categorized under the different media types (PDP, ETB, SIS, CP). Completing 6 studio courses under a particular media counts as a concentration in that medium. Students must complete either a self-generated year-long project or series of projects in their senior year.

The School of Art also includes a highly ranked Masters program. Only 6 applicants are admitted yearly.
Activities and Societies: Debate Team, Philosophy Society

Publications

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ATTIK - Noise 5
Harpers Collins
September 2009

The latest volume from this cutting-edge UK design firm with offices in Leeds, San Francisco, NY, and LA, combines lavish printing techniques and varied textures with a sampling of their latest work.

ATTIK - Noise 4
Harper Collins
December 2001

A lively and intense mix of experimental projects from creative powerhouse ATTIK, Noise Four is totally different to any design book published in recent years.

ATTIK is a multi-discipline brand development company made up of 200 designers employed in 5 studios across 3 continents.

Noise Four is a groundbreaking collection that filters their thoughts and inspirations into one single, holistic experience. It resonates with the energy and passion that has driven ATTIK to become one of the world's foremost creative communications teams operating on a global basis.

In essence the book serves as an all-encompassing statement of intent that maps ATTIK's future direction and positioning. Every one of the 500 pages presents a new idea, a new direction in creative thinking and poses amazing challenges to the reader. At its heart ATTIK is raw talent and unrestrained inventiveness.

Fashion Unfolding
Victionary
October 2007

Fashion Unfolding showcases the intersection of design, illustration, and DIY Fashion. With over 500 full color images depicting excellent examples of the fresh, edgy designs from some of the world's most exciting emerging talents. Fashion Unfolding is an indispensable source of inspiration for those who seek to invent the fashions of tomorrow and influence contemporary aesthetic. Character driven art, screen printing techniques and pixelated forms are bleeding into the fashion mainstream in the form of innovative knitted garments, stunning t-shirts, printed fabrics, colorful shoes, hand made accessories, and ever more compelling marketing collateral and packaging. Fashion Unfolding documents this movement, featuring only the most radical, current and innovative designers and fashion houses, including Deanne Cheuk Design, Plazm Media, Kustaa Saksi (Unit CMA), and HMKM-- each helps to reveal the underlying power of graphics in fashion design, and how these aesthetics affect our fashion sense and influence our purchases.