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Summary

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.

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.

Experience

Creative Director

Logos.co

Aug 2021 - Present (2 years 3 months)

Logos is a re-imagining of the original 'Web 3.0' vision.

Ethereum has successfully demonstrated the power of a decentralised socioeconomic system. However, as it stands today, it is not without its shortcomings. The lack of seamless communication and data storage protocols has resulted in most users only accessing the Ethereum network through centralised front-end interfaces, and there exists a pervasive use of centralised 'nodes-as-a-service'.

Moreover, the lack of network-level privacy for users and transactions violates the principle of minimal disclosure, creating an immutable database where users can easily be de-anonymised and tracked. This has opened the door for coercion and censorship of the network.

Logos addresses these problems through the development of a privacy-focused, neutral, decentralised technology stack. Logos is composed of three primary protocols: Nomos, Codex, and Waku, for consensus, file storage, and communication respectively.

Logos will provide a base for the provisioning of the next-generation of governing services, public goods, and social institutions, paving a way to economic opportunities for those who need them most, while respecting basic human rights across its design. The aim is to bring greater freedom, transparency, and stability to its citizens through voluntary participation.



Global Creative Director

Nike

Mar 2021 - Oct 2023 (2 years 8 months)

Global Football & Sportswear Brand Design - campaigns & initiatives

Global and boutique brand guidelines, campaigns and initiatives

Creative Director / Senior Art Director - Global Brand Design
(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. Global Brand Design Nike Global Football World Cup - South Africa Global Football & Sportswear Brand Design - campaigns & initiatives Global and boutique brand guidelines, campaigns and initiatives Creative Director / Senior Art Director - Global Brand Design (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.

Skills: Branding & Identity



Executive Design Director (Adidas)

OLIVER Agency

Oct 2020 - Mar 2021 (6 months)

Oliver is the world's first and only company to exclusively design, build, and run bespoke in-house agencies and marketing ecosystems for brands. Since we first opened our doors 17 years ago – or, more accurately, stepped through the doors of our first client – we've partnered with hundreds of brands across every sector. And we've helped them realise average savings of 30% on their marketing spend through more efficient ways of working, and more effective creative work. Ready to bring this fresh thinking to your business?



Brand Creative Director

Magic Leap

Mar 2019 - Oct 2020 (1 year 8 months)

Creative Director of Brand Design is to lead the execution of creative programs that elevate brand position, drive company sales plans and support strategic priorities. They possess a significant understanding of Magic Leap culture, design, marketing and technology and are able to link these together to construct meaningful connection points between the Magic Leap brands and consumers.



Brand Director

Status

Feb 2018 - Dec 2018 (11 months)

Status strives to be a secure communication tool that upholds human rights. We enable community money, community law and through privacy, preserve culture. Status is a team distributed across the world working remotely from all corners of the world. We work in Swarms which are small teams of 2-5 people with a very specific goal. Swarms follow a structured approach for feature and product development.



Group Creative Director / Brand Design

R/GA

Jul 2016 - Mar 2018 (1 year 9 months)

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.

Creative Director | Co-Founder

The Invisible Party

Nov 2011 - Jan 2015 (3 years 3 months)

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.



Creative Director

...,staat

Jan 2011 - May 2012 (1 year 5 months)

...,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.



Global Creative Director | Brand Design

Nike

Jan 2007 - May 2011 (4 years 5 months)
Global Brand Design

Nike Global Football World Cup - South Africa
Global Football & Sportswear Brand Design - campaigns & initiatives
Global and boutique brand guidelines, campaigns and initiatives

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Design Director

Fahrenheit 212

Nov 2006 - May 2007 (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.



Senior Designer

ATTIK

Sep 2004 - Jan 2006 (1 year 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.



Combat Engineer

US Army

Aug 2002 - Feb 2004 (1 year 7 months)

As a Combat engineer, we force multipliers and enhance the survival of other troops through the use and practice of camouflage, reconnaissance, communications and other services. These include the construction of roads, bridges, field fortifications, obstacles and the construction and running of water points. In these roles, combat engineers use a wide variety of hand and power tools. They are also responsible for construction rigging, the use of explosives, and the carrying out of demolitions, obstacle clearance, and obstacle construction, assault of fortifications, use of assault boats in water obstacle crossings, helipad construction, general construction, route reconnaissance and road

reconnaissance, and erecting communication installations. Combat engineers build and run water distribution points, carrying out water filtration, and NBC decontamination when necessary, and storage prior to distribution.

Education

Yale University

Master of Arts - MA, Painting

2005 - 2006

Instruction in the program is rooted in the investigation of painting as a unique genre with its own complex syntax and history. Within this setting, the program encourages diversity of practice and interpretation, innovation, and experimentation. Approximately twenty-one students are admitted each year. At the core of instruction are individual and group critiques with faculty, visiting critics, and visiting artists.

School of Visual Arts

Master's degree, Graphic Design

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.

PennWest Edinboro

Bachelor's degree, 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

Bachelor of Fine Arts - BFA, Painting

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

Skills

Leadership • Creative Direction • Art Direction • Photography • graphic design • Architecture • Retail Design • Product Marketing • Production Planning • Messaging