

I am a multi-disciplinary creative lead specializing in fusing creativity, storytelling, strategy, and technology to craft themed experiences, activations, and environments.

Experience

Executive Creative Director, XD Agency

Portland OR, March 2023 - Current

Clients: The LEGO Group

Served as the lead creative on the LEGO account directing teams on multiple concurrent projects while contributing to the hands-on creative process from developing briefs through concepting, design, production, and on-site installation & activation.

Collaborated with the client and cross-disciplinary teams including account, strategy, production, and fabrication to ensure that all work met and exceeded strategic business goals while maintaining a high level of quality for creative execution and delivering projects on time and on budget.

Project highlights include:

- Building a full scale LEGO themed video store, Brickbuster Video, at San Diego Comic Con
- Creating a touring multi-zone LEGO Play Stadium to help kids explore different ways to play
- Introducing LEGO Manufacturing to Richmond VA with a ground breaking ceremony for their new factory
- Decorating eggs with LEGO Education robots at the White House Easter Egg Roll

Art & Creative Director

Portland OR, July 2020 - March 2023

Clients: The LEGO Group, HBO Max, Porsche, Riot Games, Adult Swim, Leatherman

Collaborated with multifunctional teams and clients while leading and contributing directly to the creative process across all project phases.

Partnered with agencies including XD Agency, Nemo Design, Plastic Sunshine, Rosewood Creative, and Opus United on a variety of projects and pitches.

Project highlights include:

- Using AR to transfigure attendees in to LEGO Minifigures at the Harry Potter: Magic at Play Experience
- Helping the LEGO brand to connect with fans at San Diego Comic Con and Star Wars Celebration
- Sending educators on a mission to the moon with a LEGO Education experience at ISTE Live
- Recreating the streets of Gotham City outside New York Comic Con for Cartoon Network's Batwheels
- Challenging kids to help LEGO Education prepare for the launch of Artemis I at the Kennedy Space Center
- Bringing HBO Max's Doom Patrol to life with a themed carnival at New York Comic Con
- Serving as a creative consultant on the Rick and Morty Wormageddon campaign
- Activating the Porsche Art Park at Art Basel

R. KYLE EVERETT

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Associate Creative Director, Roundhouse

Portland OR, January 2013 - July 2020

Clients: Red Bull, Mophie, adidas, Leatherman, Riot Games, Spotify, Twitch, Harley-Davidson, Microsoft, MSN, Intuit Quickbooks, Yakima, KIND Snacks

Led scalable creative teams across a variety of projects ranging from experiential and retail design to branding and integrated campaigns.

Spearheaded multiple internal initiatives to optimize agency workflows including integrating Keynote templates & collaboration and implementing real-time rendering via Twinmotion.

Other project highlights include:

- Designing an eSports stadium for Twitch Rivals at TwitchCon
- Partnering with Red Bull to build tech filled streaming studio for Ninja
- Building a giant glowing treehouse at Camp Flog Gnaw for Mophie
- Creating a video integrated infinity room for Microsoft
- Leading the creation of nationwide retail campaigns for adidas brand stores

Art Director at agencies including Leo Burnett, Y&R, and EnergyBBDO

Chicago IL, June 2005 - January 2013

Skills

Strategic, creative problem solver with a storyteller mindset

Strong collaborator and service oriented creative leader

Concepting, art direction, and design for experiential, environmental, retail, digital, photo, and video

Hands-on approach to creative and tech, able to learn and adapt quickly to evolving and immediate needs

Extensive technical background including fabrication, production, and development

Writing briefs, concept statements, proposals, and pitch decks

Presenting and pitching to internal teams and clients at all levels

Managing creative workflow, resourcing, and budgets

Working independently and collaboratively both on-site and remotely with national and international teams

Software: Photoshop, Illustrator, InDesign, Premiere, SketchUp, Twinmotion, Keynote

Education

IUPUI, Indianapolis IN

Themed Entertainment Design

Pratt Institute, New York NY

Exhibition Design Intensive

Bradley University, Peoria IL

Bachelor of Science with triple major in Graphic Design, Multimedia, and Photography