

## KENNETH E. PARRIS III

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Specialising in brand development through all mediums with the craftsmanship and cultural understanding of an artist. Cultivating an approach to content creation that merges the zeitgeist with a client's brand ethos by blending advertising, design, and fine art through crafted shareable stories. An advocate for possibility, seeing the potential in every project and collaboration.

**Core Competencies:** A storyteller, assembling and leading teams as a Creative Director and generating strategic content, creative experiences, and design solutions as an Art Director, Visual Artist, and Designer from concept to final production. 10+ years of creative leadership in the development, presentation, design, execution, and management of multichannel advertising campaigns and marketing materials, while nurturing relationships with stakeholders.

# PARRIS<sup>3</sup>

## SELECT FREELANCE EXPERIENCE

### THE WORKS (Contract) Senior Creative

SYDNEY | OCT 2022 - JULY 2023

*Qantas, Subaru, Praise Mayo, Visa, ANZ Bank, AMEX.* Creating brand, advertising, and design experiences including new brand guidelines for the Qantas Business Rewards Program, brand platform for the Subaru Impreza and Subaru Safety ARSF partnership, brand platform for Praise's sustainability campaign, concept and art direction of digital campaigns for Visa FIFA Women's World Cup 2023 partnerships with ANZ Bank and Woolworths, winning pitch for Qantas Insurance.

### AKCELO (Contract) Senior Creative

SYDNEY | MAY - SEPT 2022

*Doritos (purpose partnership with ReachOut), Macca's, Gatorade, HCF Health Insurance, Qatar Tourism, TikTok.* First venture in the Australian market focused primarily on creating brand experiences through social and digital channels. Successes include: providing creative execution, including design of look and feel, and creative direction of social media influencers and creators for a multi-channel youth mental health campaign partnership with *Doritos* and *ReachOut*. With engagement resulting in over 18 million views on TikTok, Meta hitting +200% vs planned impressions, and nearly 300 earned social content pieces, the campaign has collected over 41 million in earned media impressions.

### PAM TANOWITZ DANCE COMPANY Creative Director

BROOKLYN | SEPT 2020 - PRESENT

Concept development, design, layout, and original art creation for the innovative dance makers commemorative coffee table book. Utilizing photography, programs, interviews, rare process notes, and essays from critics, archivists, and collaborators to bring her story to life in a visual anthology.

### THE BEST MGMT Creative Director

BROOKLYN | JAN 2010 - AUG 2022

*One Little Indian Records, 00:02:59 Records, Modern Outsider Records.* Transforming a bands sound to an equally compelling visual language. Creator, brand steward, and advisor, ensuring that all visual materials are integrated. Concept and design of identities, branded merchandise, LP and EP packaging, covers for digital releases, posters, social media content and apparel.

### MIAMI AD SCHOOL Instructor

NEW YORK CITY | APR 2019 - APR 2020

Teaching non-digital techniques and production methods to expand the conceptual approach to advertising campaigns. Guide students through principles of design and composition with projects that emphasize storytelling through physical materials and craftsmanship.

### MINERAL Creative Director

BROOKLYN | NOV 2018

Generated concept, design, and layout of the commemorative book and 10" record titled, "One Day When We Are Young," for the influential emo band Mineral.

### CYNTHIA WADE PRODUCTIONS Creative Director

BROOKLYN | MAR 2011 - 2013

Initiated and promoted Oscar-Winning filmmaker Cynthia Wade's entry into the commercial industry. Executed identity and marketing materials positioning her brand for corporate clients. Concept and design of visual presentations for pharmaceutical and consumer goods clients.

### THE NEW YORK TIMES Creative Director

BROOKLYN | JUN - DEC 2011

Formulated traveling as an embed for two years with the Merce Cunningham Dance Company documenting their final fifty city world tour through drawings and paintings. Developed vision and scope, pitched project and won collaboration and media placement. Negotiated contracts and usage rights with fifteen dancers and the Merce Cunningham Foundation. Originated, illustrated, and authored a weekly series titled "Drawing Dance" for *ArtsBeat* leveraging 788,500 unique monthly visitors for 23 weeks. Illustration commission for "Hard to Grasp But Harder To Say Farewell" by Alastair Macaulay for Christmas Sunday Print Edition, Vol CLXI, No 55, 630.

## FULL-TIME WORK EXPERIENCE

### **DDB Creative Director**

NEW YORK CITY | FEB 2015 - MAR 2018

*Play-Doh, Nerf, DohVinci, AEG, Heineken, Persil, Merck, and Topps Candy: Push-Pop and Ring-Pop.* Specialized in kid and family focused advertising to lead teams and global creative execution of 360 branding for Hasbro. Collaborated with brand planners on strategy and mentored teams of writers, art directors, producers, directors, editors, animators, musicians, storyboard artists, voice-over talent, casting agents, and baby wranglers, throughout production process. Successes include: increasing *DohVinci Platinum Styler* sales by +580%, implementing a *Nerf Rebelle Super-Soaker* and *Core Blaster* global empowerment campaign that was shot by 14 and 15 year old female directors, launching a new *Play-Doh* segment titled *Kitchen Creations* as well as *Play-Doh's* Global Brand Platform TVC and digital content. Led creative and collaborated with UX team on interactive new business pitches.

### **IRWIN SLATER Art Director**

NEW YORK CITY | JUN 2006 - NOV 2007

*Fortunoff, Tacori, and Royal Doulton.* Spearheaded art direction, visual design and luxury branding. Provided creative development and design of identity systems, print ads, direct mail, packaging, and point of purchase. Developing strategic solutions on all aspects of creative process directly with founding partner. Redesigned shopping and holiday bags and designed collateral for credit card launch. Researched and collaborated on new business pitches.

### **UPROAR!@DDB Art Director**

NEW YORK CITY | APR 2003 - NOV 2005

*My Little Pony, Easy Bake Oven, Lite-Brite, Littlest Pet Shop, Secret Central, Playskool, and Play-Doh.* Lead Art Director, collaborated with writing partner on concepts and jingles creating over forty TV spots for Hasbro Girls' Toy brands contributing to an increase in revenue by 21.5% over the course of one year. Collaborated on new business pitches with partner Omnicom agencies. Designed UPROAR! satellite corporate identity system.

### **SICOLAMARTIN Y&R GLOBAL NETWORK Art Director**

AUSTIN | JUL 2000 - FEB 2003

*Novell, StorageTek, Oce, and Citrix.* Executed concept and design of integrated campaigns for B-to-B and B-to-C high-tech brands. Provided creative development and design of marketing collateral, brochures, identity systems, direct mail, interactive campaigns, print and digital ads. Defined qualifications, evaluated and hired photographers and vendors for photo shoots and print production. Collaborated on new business pitches, concept and design of poster campaign for *Austin Chamber of Commerce* during SXSW, identity system for *Children's Hospital of Austin Gala* fund-raiser and logo design for *Special Olympics Texas Winter Games*.

### **CLEAR CHANNEL OUTDOOR Art Director, Designer**

SAN ANTONIO | SEP 1998 - JUL 2000

Mobilized in-house Creative Department of three Designers and Art Directors focusing on outdoor advertising from creative development, design, to implementation. Collaborated with the Marketing Director/Department and Executive Management on strategic, budget, business development and synergy efforts between radio and billboard campaigns. Provided advisory assistance for advertising agencies on all aspects of outdoor advertising. Illustrated the Clear Channel Annual Report, a selection of original pieces acquired for corporate collection.

## EDUCATION

Bachelor of Fine Arts, Major Illustration, Minor Philosophy *with Honours*  
Associate in Applied Science, Major Graphic Design *with Honours*  
Rochester Institute of Technology (RIT) Rochester, New York USA 14623

## HONOURS

Guest Instructor for *Brainstorming Workshop* at Miami Ad School Australia, Apr 2022  
Guest Lecture on collaboration with Cunningham Dance Company at 92nd Street Y, Feb 2019  
*Industry Hero* Lecture at Miami Ad School, Dec 2018  
Art Editor of *H.O.W. Journal* (Helping Orphans Worldwide), 2010-Present  
Juror on the Scholastic Art & Writing Awards Panel for Painting, Jan 2018  
Awarded a Space Grant from Chashama, June 2018 and Dec 2011  
Guest Lecturer on collaboration at Bard College, Oct 2014  
Bombay Sapphire & Russell Simmons Artisan Series Selection, 2015 and 2011  
Lecture Panel Member of The One Club's *Here Are All The Black People*, Sep 2014  
Awarded Bronze Addy Awards from American Advertising Federation, Austin 2003, 2002  
Awarded Gold Addy Awards from American Advertising Federation, Austin 2001