

BRIAN P. KEYES

INDUSTRIAL DESIGNER

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EDUCATION

Rochester Institute of Technology - Rochester, NY
Summa Cum Laude
Bachelor of Fine Arts in Industrial Design
Minor in Marketing

SKILLS

Management

Project Management, Brand Vision, Creative Direction, Financial Budgeting, Hiring, Executive Presentation, Goal Setting, Team Building

Product

Portfolio Strategy, Rapid Ideation, Digital Sketching, Mechanical Design, Prototyping, CAD, Domestic Sourcing, International Sourcing, Costing, Soft Goods Design, Design + IP Licensing, Request for Quotation, Packaging Design

Marketing

Content Creation, Graphic Design, Video Content, Product Photography, Storytelling, Pricing, Trade Show, Email Marketing, Influencer and Affiliate Coordination, Dealer Sales and Education

Operations

Excel, Word, Outlook, ClickUp, eCommerce, Shopify, Order Fulfillment, Quality Control

Adobe Creative Suite

Photoshop, InDesign, Illustrator, Premiere, After Effects, Lightroom

3D Software

Solidworks, Keyshot, Fusion360

AWARDS

Good Design Award 2018

Token + KEK Associates Inc.
Worked on the development of a NFC connected ring for wireless, secure payment and authentication.

EXPERIENCE

Blade HQ | Flytanium + Arcform

2020 - Present

Head of Product / Sr. Industrial Designer

Directed entire product portfolios for both the Flytanium and Arcform brands with over 1200 SKUs total. Created and maintained distinct brand visions for each brand. Worked hands-on in every step of the design process including ideation, sketching, CAD, design-for-manufacturing, technical drawings, RFQs, sampling, packaging design, costing, logistics, and quality control. Developed a spectrum of marketing campaigns including social media, email, and influencer. Monitored monthly financials to guide profitability and growth year over year. Interfaced with C-Suite executives to set and deliver goals on time. Managed, mentored, and expanded design and marketing teams and resources. Worked closely with operations to ensure a smooth e-commerce experience and build strong dealer relationships.

KEK Associates Inc.

2015 - 2020

Industrial Designer / Model Maker

Worked as part of a small, integrated team to design and prototype products for a wide variety of clients in the consumer, industrial, medical, and toy sectors. Managed solo clients and timelines for projects. Delivered sketches, CAD, renders, technical drawings, engineering concepts, human factors evaluations, functional models and appearance models for products of all shapes and sizes. Documented company work through product photography and a custom designed website.

Freelance Designer

2015 - Present

Product Visualization and Design

Produced videos and still images showcasing products and capabilities for clients. Covered all aspects of product visualization from CAD to animation to video editing. Managed multiple clients and timelines at once. Handled quoting, working within budgets, and invoicing projects.

Ought Collective Cofounder

2016 - 2023

Built and organized a small designer collective. Designed viable home products to contribute to the catalog. Photographed and directed product styling for look-books. Directed the brand and strategies company direction. Managed all aspects of owning a small business including legal, logistics, marketing, accounting, and time-management.

Rochester Institute of Technology

2015 - 2018

Adjunct Faculty

Taught and evolved an introductory CAD curriculum for industrial designers. Lectured, graded assignments, and worked hands-on with students to hone their skills for real-world applications. Software was centered around Solidworks with supplemental lessons in Fusion360 and Keyshot. Participated in portfolio reviews and career advice through office hours and campus events.

Bed Bath & Beyond / Kikkerland Design

2015

Metaproject 05 Designer

A collaborative project between Rochester Institute of Technology, Bed Bath & Beyond, and Kikkerland Design, Metaproject 05 focused on rapid development of products for a college demographic and manufacturability.