

# : Brady Bone

Experienced Community Builder, Creative Director, Designer, and Educator working in brand, packaging, and innovation.

## Hi!

I'm Brady Bone, a creative & design director living in Charlotte, NC with my wife, two kids, and two rescue Labradors. I enjoy time with my family, food, beer, bourbon, surf, and snow.

## “I am, and always will be, a creative instigator.”

With over 20 years of extensive brand development and design experience, I am driven by partnering with clients to launch strategic, creative, and innovative experiences to address new business challenges.

While client success is the reason for that drive, the most valuable results from my work are the relationships I am fortunate to build with my clients and creative partners. Especially mentoring talent on my teams.

These strong, personal relationships are responsible for our mutual success.

A native of Kitty Hawk, NC, I grew up knowing more about the weather and surf breaks than kerning and color breaks. Fortunately, my design chops were cultivated at the School of Design at NC State.

Currently freelance, I am an Adjunct Instructor in the Graphic Design program at Central Piedmont Community College and also returning President of AIGA Charlotte. Most recently, I was Creative Director for the US office of the independent, global agency, Team Creatif Group — focusing on consumer brand and packaging design. Formerly, I was Design Director for LKM and The Republik and have held freelance stints in brand design and creative direction for BooneOakley, Wray Ward, Mower, Modern Species, among others.

Thank you for your consideration!



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Formerly

## Creative Director

Team Creatif USA

Recruited as part of a team of four to open the US headquarters for Team Creatif Group, based in Paris. I coordinated with the CEO, Account Director, and Art Directors/Designers to provide creative and design direction to develop strategic brand, packaging, and innovation for consumer goods. Additionally, I partnered with the Paris, Jakarta, and São Paulo teams to support global roll-out of brands for domestic and international markets.

**Representative Client Experience:** Mars Petcare (Pedigree, Cesar, Sheba, Temptations), Iberia Foods, Group Danone (Danone, Danette, Jebli, Olvarit), Bel Brands (The Laughing Cow, Boursin, Price's, Mercks), Pescanova, Sigma Alimentos (Fiorucci).

## Work Experience

### Full-time

2014-21 Team Creatif

2011-12 LKM

2005-11 The Republik

### Adjunct Instructor

2022- Central Piedmont

### Freelance/Contract

Boone/Oakley

Fuseideas

Luquire

The Martin Agency

Modern Species

Mower

Theory House

Union

Wray Ward

& Others...

## Brand Experience

Above Food

American Tire

Bayer Crop Science

Bennington Marine

Bojangles'

Boursin

Britax

Cesar

Coca-Cola

Compass Group N.A.

Culcherd

Danone Group

Fiorucci

Global Organics

Iberia Foods

Kobalt Tools

The Laughing Cow

Lexis-Nexis

Lowe's

Marquis Yachts

MASCO/Delta Faucets

North Carolina Museum

of Natural Sciences

Nasher Museum of Art

New Ocean

Mood Media

Pedigree

Pepsi Co.

Regal Boats

Rheem/Ruud

Royal Building Products

Sheba

Visit South Walton

Temptations

Whirlpool Brand

Wellcraft/Scarab Boats

## Recognition

### Charlotte Addys

2020 Silver [1]

2018 Silver [2]

2012 Gold [6]

1999 Merit [1]

### Triangle Addys

2016 Gold [1], Silver [1]

2010 Best of Show, Gold [1]

2008 Gold[2], Silver[3]

### District 3 Addys

2012 Silver [2]

2008 Gold[1], Silver[2]

### Neenah Paper PAPERWORKS

2007 Gold

2001 Silver

### AIGA

2007 365 v28

2006 BOOM! Show

2004 BOOM! Show

2001 BOOM! Show

### Print Magazine

2003 Business Design

Annual

### Mohawk Show

2002 Best of Category

2001 Category Finalist

### IDSA

2001 IDEA Gold

### French Paper Co.

1999 Merit Award

### USPTO

1999 Design Patents

#USD427435

#USD428699

#USD439408

### Graphis

2001 Logo 5

2001 Letterhead 5

### Communication Arts

1999 Design Annual

### How Magazine

1998 Self Promotion

1995 Self Promotion

## Education

School of Design at North Carolina State University – Bachelors Degree