

BRYAN VARGAS

917.951.1713
BRY.VRGS@GMAIL.COM
BRYVRGS.COM

EDUCATION

SCHOOL OF VISUAL ARTS
BFA, GRAPHIC DESIGN
MAY 2016

SKILLS

ADOBE CREATIVE SUITE
ART DIRECTION
TYPOGRAPHY
SMART CONNECTION/
WOODWING
EDITORIAL

EXPERIENCE

BARON & BARON
ART DIRECTOR
APRIL 2019 — PRESENT

Ideating and concepting immersive 360° campaigns, experiential activations, and social led content under Senior Art Directors. Collaborating with Creative/Video/Production teams to bring visual concepts to life. Working with the department with any creative challenges and needs on other clients. Working on clients such as *NARS* and *CARTIER*.

CALVIN KLEIN
INTEGRATED CONTENT CREATIVE
APRIL 2018 — APRIL 2019

Worked directly on the Raf Simon's 205W39NYC, Calvin Klein Main label, and in addition to the collaboration with The Andy Warhol Foundation and any other special projects. Lead and provided art direction on campaign/advertisements, photoshoots, and social media projects from concept to execution. Conceptualized and designed original high-impact content for brand partnerships, special projects, runway shows, social media channels, the Calvin Klein website, retail sites, designated billboards/out of home advertisements, editorial outlets, and wholesale accounts. All collaborating with the marketing department to ensure the content was aligned with their seasonal requirements. Led the Art Direction for the CALVIN KLEIN Facebook, Instagram, and along with a private collective Instagram account for UGC. Worked directly with in house editors to ensure that marketing needs are balanced with our design requirements. Created and conceptualized storyboards for animators and photographers and provided strategic feedback on projects. Worked with production on press checks, providing feedback on color, paper material, and quality. Reviewed brand assets created by outside vendors to ensure they align with the Calvin Klein brand guidelines. Dissected and reworked artwork by Andy Warhol in collaboration with The Andy Warhol Foundation for use in Calvin Klein owned projects ranging from Holiday window directives, Dia: & the Whitney museum exhibitions, limited edition apparel, in-store and online/social media assets.

HARPER'S BAZAAR MAGAZINE
FREELANCE ASSISTANT ART DIRECTOR
NOVEMBER 2017 — APRIL 2018

Responsible for the art direction and design for all fashion market and FOB feature pages while working with the fashion and features teams. Create typographic treatments for in book features, managing templates to keep the design cohesive and up to date. Working on special projects for the Editor-in-Chief and the Hearst Executives. Marking up and managing the color of the pages, and organizing the EIC book and wall.

INSTYLE MAGAZINE
ASSISTANT ART DIRECTOR
JULY 2016 — NOVEMBER 2017

Responsible for designing and giving art direction for the Fashion News section of the magazine, nbook features, the Style In mini magazine, stand-alone issues such as InStyle Homes & Design, along with external branded projects, while collaborating with the features and photo departments.