

# SHAYNE KYBARTAS



I am a multidisciplinary designer specializing in brand expression across various channels. Over the past six years at Wieden + Kennedy, I have collaborated with high-profile clients such as Nike and Supercell, earning recognition from the One Show, AICP, and Andy Awards.

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## EXPERIENCE

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### Wieden + Kennedy

#### Designer

July 2018 – Mar 2024

Design Lead on Nike Campaigns, HP OMEN, & Brawl Stars

Clients: HP, Old Spice, Coke, Secret, Instagram, Chili's, Uber, Gillette, Hinge, Magic Leap, Beatstar, Uber

- **Led the design work on various Nike Campaigns**, including the iconic "Dream With Us" and "Dream Crazier," OOH work, which was awarded by AICP, Andy, and the One Show.
- **Owned the rebrand for HP OMEN**, where we **developed a net-new design system** – including a new logo design, color palette, photography style, and visual system to refresh the brand across all touchpoints.
- Acted as the brand steward of OMEN, playing a key role in the development of the **brand guidelines** and was solely responsible for ensuring that all **campaign assets upheld the brand strategy and standards**.
- **Pioneered a new sub-brand** for OMEN's social platform Oasis (Twitch Competitor). This was a design-led project where I conducted research, strategy, and branding to inform the positioning and development.
- **Concepted and directed product videos**, including everything from design to art direction – concepting, coloring, character development, and sound. **Collaborated with our animation department** to bring the final content to life.
- **Spearheaded the design work that led to the Supercell new business win** – including a highly thought-out pitch session, decking out an entire room of WK, floor to ceiling with the story behind our winning campaign idea. This campaign, "Starr Park" was then **produced and awarded** by the One Show for its unique and inspiring format.
- Owned fun and **culture-driven internal projects** at Wieden, consisting of event poster work and digital branding for Wieden + Kennedy's "The Kennedys" program.

### Crispin Porter + Bogusky

#### Designer

July 2016 – June 2018

Design Lead on 1800 Tequila, Jose Cuervo, Bushmills, Pendleton

Clients: NBA2K, Amazon, PayPal, Braintree, Aspen Dental, Charles Schwab

- Became the **go-to designer for lifestyle brand books** for 1800 Tequila, Bushmills, Sol Cerveza, and Sexton Whisky – elevating the look and feel with a unique point of view on taste and style.
- **Fully rebranded 1800 Tequila** – cleaning up their logo, creating a new typography system, choosing color and textures, and applying their identity across multiple platforms and campaigns.
- **Worked on countless successful pitch projects** helping hone my craft in developing attention-grabbing campaigns for sought-after companies.
- Produced **design systems** for multiple large-scale campaigns from 1800 Tequila's story-telling series to PayPal's merchant event in Los Angeles.
- **Art directed an entire project** for Jose Cuervo's social account – creating the concept, shot list, staging, photo editing, and animation direction.

## EDUCATION

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### Montana State University - Bozeman

2011 – 2016

Bachelor in Fine Arts, Major in Graphic Design

- **Awards:** President's Honor Roll 2012, Dean's Honor Roll, Italy Study Abroad Program, International Metals Exhibition

## ADDITIONAL INFO

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- **Technical Skills:** expert in Adobe Illustrator, Photoshop & InDesign; advanced in Google Slides deck building, intermediate level in Adobe After Effects & Cinema 4D
- **Awards:** Silver Lion for Nike "Dream Crazier," Yellow Pencil for Brawl Stars "Starr Park," Silver Medal at American Advertising Awards for SLOH Fashion House