



PORTFOLIO

TODDKANCAR.COM

SKILLS

PRINT

Photoshop CS6
Illustrator CS6
InDesign CS6
Lightroom

WEB

Dreamweaver CS6
Basic HTML
Basic CSS
Wordpress
Squarespace
Shopify
Mailchimp
CMS

PHOTOGRAPHY

Portraits
Digital SLR cameras
Studio lighting
Digital photo retouching
Digital color correction

OTHER

Mac/Windows OS
Final Cut Pro
Keynote
MS Word
MS Excel
MS PowerPoint
Basecamp
Signage Studio Pro

EDUCATION

**Tufts University/School of
the Museum of Fine Arts**
Boston
M.F.A. Program
Photography/Fine Art

John Carroll University
Cleveland
B.A. Art History

TODD KANCAR

SENIOR GRAPHIC DESIGNER/ART DIRECTOR

PROFESSIONAL EXPERIENCE

November 2001 - Present

GRAPHIC DESIGNER/ART DIRECTOR/CREATIVE CONSULTANT (SELF EMPLOYED)
New York City

- Graphic design and art direction, specializing in print and packaging for music, luxury home goods, consumer products, sports/entertainment, advertising and marketing
- Design and production of LP/CD sleeves, posters, brand books, displays, ads, stickers, and t-shirts

CLIENTS

Rablabs, Eventide, Wreckroom Records, Strange Loop Records, Crustacean Records, Agenda del Mondo Records, Radkey, Janski Productions, The Giraffes, Genes and Machines, Netherlands (band), Timo Ellis, Gibson and Associates, The Mighty Jones, UNKLE, Joanna Erdos, Leckerlee, ATC Management, American Century Records

October 2014 - April 2015

FREELANCE SENIOR GRAPHIC DESIGNER/ART DIRECTOR
New Jersey Devils/Prudential Center, Newark

- Art direction and design of New Jersey Devils' *Center Ice Magazine* and *Center Ice Tonight* game inserts
- Design and production of collateral assets, presentation decks and premium promotional pieces for Prudential Center

January 2013 - September 2014

SENIOR GRAPHIC DESIGNER

Hakkasan Group/Angel Management Group, New York City, Las Vegas, Atlantic City

- Art direction, design and production of all HQ Nightclub/Beach Club print and web marketing assets, including: ads, posters, billboards, flyers, web banners, signage, wall murals and vehicle wraps
- Management of all print and web marketing assets
- Design and production of all collateral assets for the venues including signs, displays, menus, calendars and business cards
- Production and management of HQ digital displays and animation
- Art direction and production for ad campaigns and photo shoots
- Design and production support for Hakkasan restaurants and night clubs: New York, Las Vegas, Beverly Hills, San Francisco, Miami

May 2007 - August 2012

SENIOR GRAPHIC DESIGNER AND CONTENT MANAGER

Bainbridge & Knight/Trans Digital Media (Divisions of Universal Media), New York City

- Art direction, design and brand management for the packaging, media campaigns, trade and in-store displays for consumer product lines across multiple brands (Rejuvenex, SC801, Zinn and Microderm RX Skin Care Lines, Lichi Super Fruit, Jet Pax and Hardknight Lines)
- Custom packaging and die-line design/prototyping
- Created copy for packaging, media campaigns and in-store displays
- Managed drafting and placement of copy for FDA and FTC regulations on all product packaging
- Produced, budgeted, scheduled and managed all photo and video content for Trans Digital Media's sites
- Art direction and graphic design for all print and web advertising, GUI, brand identity, company collateral, DVD packaging and web site design
- Editorial art direction and design
- Content licensing
- Managed staff/freelance photographers and assistant graphic designers
- Worked directly with executives and marketing team in the planning, development and implementation of new media projects
- Designed and implemented CMS to streamline workflow, productivity and content refreshes
- Edited and encoded video content using H.264, .wmv and .swf compression for streaming web videos

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