

brian kondás

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Senior Art Director, Studio Manager

I am creative leader with expertise in managing and mentoring multidisciplinary teams, optimizing workflows, and cultivating a high-performing, collaborative, and innovative environment. A bit of a design futurist, a passionate advocate for leveraging emerging technologies, tools, and trends to enhance brand storytelling, elevate client experiences, and push creative boundaries. I'm committed to the principle of working smarter, not harder, with a focus on aligning creative strategies with business objectives. Skilled in building strong partnerships and driving excellence across branding, marketing, and digital content creation to deliver impactful results.

Areas of Expertise

Graphic Design • Talent Acquisition • Team Building • Art Direction • Marketing • Branding • Events Production • Brand Awareness • Innovative Design • Strategic Partnerships • Client Solutions • Mentorship • Collaboration • Information Technology • Media and Licensing • Adobe Creative Cloud • Hardware and Software Access • Training Development • Industry Resources • Design Tools • Emerging Technologies • Event Planning

Professional Experience

Paramount - New York, NY
Sr. Art Director and Studio Manager
8/2007 - 12/2024

- Helped lead, direct, and manage a team of 12+ creatives across multiple disciplines in creating graphics, logos, and branding for show related and co-branded content across web, mobile, video, on-air, events, and large-scale environmental displays for Paramount Brand Studio (fka Viacom Velocity) – Paramount's Internal Ad Agency.
- Created industry-leading pre-sale and pitch materials for in-person sales meetings and pitch theaters, bringing pitch ideas to life from ideation through execution.
- Collaborated directly with Ad Sales, Marketing, and Digital Ad Product Development to brainstorm, innovate, and organically integrate advertiser messaging and branding.
- Developed UI and design for voting applications, site takeovers, content management systems, widgets, custom applications, and various digital projects.
- Led creative for internal and external communications, including zines, digital and print ads, email blasts and newsletters.

Spike TV - New York, NY
Digital Content Developer
6/2006 - 8/2007

- Designed content for show-related web pages, editorial, and marketing initiatives.
- Performed daily website page updates to ensure timely, accurate content. Conducted weekend and off-hour site updates during live-streaming events, ensuring seamless user experiences.

Skills

Sr. Art Director

- 24 years of experience in graphic design, marketing, branding, and events production.
- Adept at enhancing brand awareness through innovative design, strategic partnerships, and tailored client solutions.
- Proven expertise in talent acquisition, team building, art direction, and mentorship.

Studio Manager & Adobe Creative Ambassador

- Worked closely with internal cross-functional departments, including Information Technology, Engineering, and Media and Licensing to ensure the earliest access to the latest hardware, software, and systems.
- As an Adobe Creative Ambassador and member of Paramount's Consumer Advisory Board, I helped to implement comprehensive, personalized training, trend reports, and access to industry-leading resources, optimizing skills and knowledge of emerging design tools and new features. I was also an active participant in our Firefly/Custom Model pilot and helped plan and execute Paramount's first Adobe Day event.

- Partnered with our development team and Adobe to assist in building a Flex based website creating graphics, asset libraries, and site structure.
- Extensive photo editing and optimizing for multiple web galleries, ensuring high-quality visual presentations.

Karma Cat Rescue Society - Milltown, NJ

Volunteer Marketing and Visual Communications Director

07/2016 - Current

- Created all organization branding and visual communications guidelines across all mediums.
- Planned and designed for large-scale events and fundraisers including all branding and messaging, print signage, social media, and social media marketing.
- Editorial design of all print-related brochures, pamphlets, presentations, and learning materials for the various teams including Outreach, Trap-Neuter-Release Programs, and educational presentations.

Education

Advertising Graphic Design – Media Arts and Design
Studied commercial photography, graphic design, and business-oriented skills.
Middlesex College

Certifications

Design Thinking in the Age of AI
LinkedIn Learning

AI for Managers
Microsoft and LinkedIn Learning

Adobe Firefly Essential Training
LinkedIn

Fundamentals of Agentic AI: Business Implications and Ethical Insights

MCDST Training Course
Microsoft Learning