

# KEVIN PIERCE

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## EDUCATION

Bachelor of Arts, Major Fine Arts, 1992  
Montserrat College of Art – Beverly, MA

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## SKILLS

### Computer Skills:

- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- DVD Studio Pro
- Adobe InDesign
- Maxon Cinema 4D, 3D Modeling
- Familiarity with Discreet Flint Interface
- Quantel Paintbox
- Font Management

### Creative/Conceptual Skills:

- Strong illustration skills
  - Storyboarding (project layout, story development, and communication)
  - Digital photography for print and video work
  - Producing and editing short subject promos and animations
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## AWARDS AND RECOGNITION

- 2 Time New England Emmy Award Winner
    - 2001 Set Design
    - 2003 Outstanding Individual Achievement, Graphics Package
  - 7 Time New England Emmy Award Nominee
  - 3 Time National Telly Award Winner
    - 2004 Bruins Animation Package
    - 2005 Charlie Moore Animation Package
    - 2005 Poker Challenge Animation Package
  - Best Trade Show Booth, SUPERCMM 2005
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## EXPERIENCE

### **NESN (New England Sports Network) – Boston, MA**

**1994-2006**

#### *Art Director / Senior Designer (2001-2006)*

Responsibilities included the creation and development of a variety of external and internal broadcast quality animations as well as network identity pieces from print to on-air promotions, multimedia design and packaging, on-air set design and related graphics. Supervised design staff, conception and execution of show identities, and graphics that enforce company's brand.

### Design/Animation

- Broadcast Design: Conceptualized and executed visual direction for Boston Red Sox, Boston Bruins, and all other New England Sports broadcasts.
- Set Design: Conceptualized and executed visual direction for in-studio and remote sets while working with production house to construct the sets. Spearheaded direction of sets and oversaw their construction to ensure they met project deadlines and budgets.
- Created storyboard art, conceptualized and directed video shoots for original programming animations such as Boston Bruins Hockey, Boston Red Sox Baseball, and related shows.
- Working knowledge of typography, graphic design, color theory, and information design.

- Communicated with outside software companies to develop and design animated scoreline and bottom ticker graphics for all NESN broadcasts.
- Proficient in the use of graphic software, hardware, and techniques used to create and manipulate the various types of artwork used in projects.
- Proficient in 2D and 3D computer animation software such as Adobe After Effects, Cinema 4D, and DVD Studio Pro.

#### Management

- Interacted and communicated with sales and marketing departments, producers, and directors to ensure consistency of network branding and ensure that their graphic needs were met.
- Responsible for annual budgeting of computer hardware and software.
- Hired and managed broadcast design staff, managed schedules, critiqued work, and conducted annual reviews.
- Proven ability to meet short deadlines and accomplish tasks within budget.
- Ability to motivate creative people to adhere to the standards established for the project while still encouraging their creative freedom.
- Experience in working effectively with a variety of people including clients, artists, technicians, and executives.

#### ***Broadcast Designer (1994-2001)***

- Worked independently to supply all NESN broadcasts with their daily design needs.
- Played an integral role in the growth and development of the art department including personnel, hardware, software, and facilities.

#### **WCVB Channel 5 – Needham, MA**

**May 1996-September 1996**

##### ***Weekend News Broadcast Designer***

- Designed nightly news graphics, adhered to tight deadlines, and worked closely with producers.

#### **New England Cable News – Needham, MA**

**May 1996-September 1996**

##### ***Weekend News Broadcast Designer***

- Filled in designers as needed (on call).
- Designed nightly news graphics, adhered to tight deadlines, and worked closely with producers.

## RELATED EXPERIENCE

#### **Fields of Vision – Jamaica Plain, MA**

- Art direction and design for video projects and print campaigns.

#### **3B Media – Framingham, MA**

- Art direction and design for video projects and print campaigns.

#### **Sycamore Networks – Chelmsford, MA**

- Designed and executed tradeshow animations for SUPERCOMM 2004 and 2005.

*Demo Reel available at [www.kevinpiercedesign.com](http://www.kevinpiercedesign.com)*

*– Excellent references available upon request –*