

KANE METZ

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Hi, I'm Kane Metz, an art director and designer with 9+ years of agency experience. I've spent my career delivering high-quality creative and strategy-backed campaigns for both local and national brands.

WORK EXPERIENCE

Associate Creative Director / Michael Coleman Creative Services
November 2022 - June 2024

Lead art direction for three internal teams of designers while simultaneously managing relationships with high-stakes clients including Waldorf-Astoria, Travel + Leisure, and Marriott Hotels.

- Worked directly with 10+ clients simultaneously on a day-to-day basis to establish project requirements and timelines.
- Maintained fluency in client's design standards and brand guides to ensure all creative was consistent, clear, and impactful. Referenced brand knowledge to develop and evolve applications of the client's brand.
- Implemented contemporary design trends to ensure projects were both beautiful and effective. Confirmed that each piece met the marketing objectives outlined by the client.
- Managed and supported 3 internal teams with 9 designers to delegate, review, and approve projects.
- Ensured that all tasks were accurately logged for billable hours and reported to the client.

Senior Designer / Michael Coleman Creative Services
April 2015 - November 2022

Served as primary point of contact for select accounts by maintaining project and account status, managing day-to-day relationships, and verify quality control of all creative.

- Maintained fluency in client design and style guides to develop and review creative that upheld brand standards.
- Delivered pixel perfect drafts and revisions directly to clients.
- Fostered a collaborative design environment by soliciting and providing internal feedback on projects.
- Supported project management to ensure that deadlines were met and designs exceeded expectations.

EDUCATION

American Academy of Art
August 2011 - March 2015
Bachelors in Illustration

SKILLS

Branding and Communication

Brand Development
Creative Direction
Content Strategy
Storyboarding

Software and Design

Adobe Creative Suite
After Effects
Procreate
Canva
Keynote/Powerpoint
Pre-press Production

Project Management

Teamwork
Trello
Harvest
Google Workspace

MISSION

I'm dedicated to the idea that great creative requires even better communication. Understanding a client's needs and a team's capabilities is the first step, and I pride myself on bridging the gap between them to create meaningful materials that resonate with a target audience.