

brian hack

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Profile

A creative designer with a deep understanding of 3D branded environments and proficient in developing designs that are on strategy and architecturally appropriate. Experience solving a diverse range of multidisciplinary 2D and 3D assignments. Project profiles include interior spaces, branded environments, store design, POP display, fixtures, signage design and product development. Experience designing and developing projects of various scales, formats and design styles.

Possess a keen understanding of the relationship between materials, lighting and color and how they inform the design process. Look for innovation that unites Branding and 3D opportunities. Leadership role in the overall management of the creative process, articulating the creative brief and leading in-house critiques. Client liaison, deliver design presentations, guide the design and consultant team, establish and attain project objectives.

Strong design ability to conceptualize three dimensional space and objects, sketch ideas, develop color and material palettes, and select finishes, furniture and equipment. Prepare programming documents, code analysis, construction documents and develop specifications for FF+E.

Experience

Dunkin' Brands, Canton MA (2015 to present)
Design Innovation Manager

hackstudio: design + 3D brand building (2014 to 2015)
Creative Director, 3D designer

Studio D/VGS Inc, Carlstadt NJ (2012-2014)
Design Director @ Studio D, 3D designer

Global Arch, New York NY (2007-2012 and 2001-2005)
Design Director and Senior Interior Designer

Norman DiChiara Architects, White Plains NY (2006-2007 and 1994-2000)
Senior Interior Designer and Project Manager

Gensler, Morristown NJ (2005-2006)
Senior Interior Designer

Grid2 International, New York NY (2000-2001)
Director of Production, Senior Designer

Black & Veatch, Fishkill NY (1989-1994)
Architectural Designer and Project Manager

Eustance & Horowitz, Fishkill NY (1988-1989)
Architectural Designer

Education

University of Arizona, Tucson AZ (1983-1987)
BFA, Studio Art (Three-Dimensional Studies)
Interior Design & Sculpture concentrations

Knowledge

Graphic

AutoCad and SketchUp proficient, hand sketching and ideation studies, SketchBook Pro, Adobe Illustrator, Fusion 360, preparation of inspiration boards and presentation graphics.

Professional

NCIDQ, Certificate No. 012806 (1995-Present)
IIDA, Professional Member No. 008538 (1995-2011)

Selected Projects

- SAS Retail prototype store design
- Jason's Deli and Taco Bell drive-thru designs
- Victorinox vendor shop and fixture system
- Sheetz Convenience Store (Coffee, Beverage and Creamery)
- AMC Theaters + Coke concession POP fixture
- 5 Below, Home 101 and Black Hound NY prototype store design
- Original Penguin (Los Angeles) flagship store design
- B + H environmental graphics/wayfinding design
- Bucu Burger restaurant prototype
- Veselka Bowery restaurant design
- Georgetown Cupcake Soho and Boston store designs
- Brazen Fox restaurant design
- The Iron Tomato Cafe & Market design
- AXA Global corporate office environmental graphics
- Safeflight corporate office design
- AFA Security Services corporate office design
- FRX Pharmaceutical Packaging Complex (180,000 SF)
- FRX Sales Training Center expansion (35,000 SF)
- FRX Sales Training Student Center (6,000 SF)
- Energy Kitchen corporate office design
- Matrix Financial Center (PRC) model office prototypes
- Join-In Realty (PRC) corporate office design

Portfolio

www.brianhackdesign.com



Think in 3d.
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