

KYLE BUNKER

Group Creative Director
kylebunker.com
kfbunker@gmail.com
New York, NY



Experience

Ready Set Rocket

Group Creative Director
June 2024 - Present

Set creative vision across design, copy, art direction and motion for clients including Meta, Pfizer, TCW, Indeed and The American Museum of Natural History

Own end-to-end marketing creative for Health Answers by Pfizer, a major new consumer health app, from launch platform through campaign, paid and social, driving 18 million visits

Shaped creative for the first launch of Meta's newest AI glasses, introducing a new category of wearable technology to consumers

Played a central role in winning Pfizer and Indeed, driving the largest growth period in agency history and doubling annual revenue and headcount

Overhauled the agency's outward-facing presence across website, new business pitches and reel, positioning RSR around brand creative with a point of view

Build and lead the creative team through hiring, mentorship and growth plans, and partner with strategy, account and production leads to set the quality bar

Huge

Design Lead
April 2023 - June 2024

Design lead for Google for Education, owning the creative direction of the program's brand across product touchpoints

Directed a full design overhaul of the Google for Education brand identity and website, earning a 2025 Webby Award

Led the redesign of 10 product pages, bringing a consistent brand experience across the full product portfolio

Created and instated brand guidelines spanning type, photography, color and information design, establishing a system used across the program

Managed a team of 4 interactive designers and partnered with strategy, production and development leads to take brand creative from concept through execution

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Kajabi

Design Lead
June 2021 - April 2023

Led the design department and set creative direction for the brand, spanning 360 campaigns, product pages, events and special engagements

Overhauled the brand identity, including typeface, color, illustration style and photography

Oversaw all marketing creative across website, social and paid media

Managed a team of 3 designers plus freelance talent, delivering high-volume work across concurrent projects on schedule

Pacsun

Art Director
July 2019 - June 2021

Set creative strategy and design direction across all brand channels for a 400+ store retail fleet and digital flagship, leading a team of 6+ designers

Partnered with the executive team to reposition Pacsun around accessible luxury, introducing a new brand aesthetic that sharpened its edge against direct competitors

Concepted and executed high-profile collaborations with Fear of God Essentials, A\$AP Rocky, Rhude and Emma Chamberlain

Carried the same premium art direction from campaigns through sales and markdown creative, keeping brand consistent across a promotion-heavy retail calendar

Column Five

Art Director
May 2016 - June 2019

Lead Art Director on Dropbox, IBM and Dermalogica, directing a design team across brand identity, illustration, motion and infographics

Education

Parsons School of Design Valedictorian