

KERRY REARDON

SKILLS

Above all, I'm a visual maker at heart. As an advertising freelance set designer, owner & creative collaborator, I'd have to admit, no two days are ever alike. This takes impeccable flexibility, resourcefulness & finesse.

ONGOING EXPERIENCE

Set Designer | freelance artist represented by Ray Brown Pro Agency | established career in 1998-present day

On and off set, I've finetuned my techniques in collaborating and interpreting a vision that serves my clients. I've workshopped creative storytelling that complements a specific brand or target while keeping within budget and deadline.

(it's showtime folks!)
The scope of dynamics for any one of my projects requires a workhorse who can take a creative brief and run with it while still carrying an essence of playfulness with my set design team. This opens more productivity (& fun)

Working on set or traveling on location with some of the top photographers & highly skilled professionals in this NYC advertising industry has only elevated my naturally detailed eye for aesthetic.
Developing a working rapport with a network of vendors & suppliers (which I absolutely need to pull off a job) requires a finesse in thriving on personal relationships. (I fit the bill.)

As an artist sharpening her intuitive skills, I look forward to upcoming challenges while I adapt into each new creative field.

OBJECTIVE

I believe my expansive work & travel experiences have led me into a fulfilling arena that can now open other doors for me to reimagine.

I'm looking for a position that can offer me as much as I have to offer.



kerryjoreardon@me.com



(917)406.3926



www.linkedin.com
/in/kerry-reardon-a643821b

Set Design URL:
kerryreardon.com
&
raybrownpro.com

Proprietor of Adirondack
Camp URL:
campadirondacks.com

VOLUNTEER EXPERIENCE OR LEADERSHIP

While I continue to contribute to my diverse Sunset Park Brooklyn community by participating as the gardening committee leader in my SGH Co-op, I find other personal betterment activities such as distribution of food, clothing & resources to our new entrant refugees, self-initiate public park cleaning, organize reunions for elderly neighbors or just offer a smile & hello for a 5 second connection with a stranger. I also try to fulfill a role as a set designer mentor for my assistants, whom at one point need a supportive nudge out of the safety nest to progress. I'm one to offer leadership or can follow.
I'm can-do-Kerry!

ONGOING EXPERIENCE

Owner & Rental Agent |
Proprietor of Camp Adirondacks | 2016-present day

After several years of researching upstate NY real estate, my husband & I purchased 24 acres of forest in the Adirondacks NY State Park. We fell in love with it's sheer beauty and remoteness with a neglected cabin sitting along a bluff overlooking the infamous West Canada Creek. We knew we could someday renovate this 1950's structure ourselves bringing it back to it's dignity. And so we did. A complete DIY for one full year on a budget!

What we didn't realize is how much responsibility we were taking on as permanent forest managers. This experience has initiated a self-reliance and intuitive learning curve. While offering seclusive rentals of our camp to clients which we call 'guests', once again, I'm utilizing my resourceful skillset in all capacities of production, design aesthetics and downright physical labor of love.

PRIOR EXPERIENCE

Owner of a Set Design Prop House
| Pretty Props inc. | 2013-2020

While developing a reputation in the greater NYC set design industry as an exclusive boutique prop rental house, I worked closely with my colleague set designers and producers in providing quality design elements catered with a personalized approach. My responsibilities as manager included the direct handling of every time sensitive order, whether it be quality control, coordinating deliveries, or assisting clients with last minute requests. A welcomed Sunday afternoon inquiry from a client wasn't unusual. As an invested owner of the company, I intrinsically understood, "you can't run a shop without sweeping the floors." I developed and maintained a refined showroom presentation, researched current design trends for purchasing new product to consistently elevate a competitive inventory and defined myself as a down to earth and effective creative collaborator. Unfortunately, in June 2020 as with so many affected, the pandemic halted our business completely.

EDUCATION

Bachelor Degree of Advertising |
1986-90 | KU Kansas University School
of Journalism

Cornell University 2021
Master Forest Owner Program

