

BRIAN BURNSIDE

Creative Director – Product Identity & Heritage Graphics
DeLand, FL | Open to Relocation Nationwide | Remote / Hybrid



Profile

Creative Director with 20+ years evolving heritage and sports brands through culturally grounded product identity systems. Led cross-functional teams of up to 12 designers across graphics and apparel, contributing to seasonal programs exceeding ~\$150M annually. Expertise in scalable graphic languages, trim architecture, and global production execution.

Core Expertise

Heritage Brand Evolution • Product Identity Systems • Cultural Narrative
Trim & Label Architecture • Seasonal Storytelling • Team Leadership
Licensed Brand Direction • Global Vendor Management

Experience

burnsiDesign

Freelance Creative Director & DESIGN | 2014–Present

Clients: Gap, R13, Banana Republic, Express, Indian Motorcycle, Levi's Kids, Nike Kids
• Develop heritage-driven graphic systems and seasonal product narratives
• Provide direction on trims, labeling, and brand-right execution

AUTHENTIC BRANDS GROUP

Senior Art Director | 2019–2020

• Directed identity systems for Airwalk, Volcom, Vision Street Wear, Prince, Spyder
• Built campaign frameworks and Social Campaigns for licensed heritage brands

RALPH LAUREN

Art Director – Denim & Supply | 2015–2017

• Led 4–7 graphic designers and 5 apparel designers
• Contributed to launch and expansion of Denim & Supply
• Built cohesive patch, embroidery, trim, and labeling systems
• Directed culturally grounded seasonal storytelling

LUCKY BRAND

Senior Director, Graphics & Trend | 2012–2014

• Led 4 designers + 2 freelancers across men's and women's programs
• Directed seasonal graphics contributing to ~\$150M annual revenue
• Developed denim-focused trim, packaging, and identity systems

RALPH LAUREN

Denim & Supply, Polo Jeans, American Living | 2008–2012

• Directed heritage-inspired graphic systems across multiple divisions
• Built seasonal frameworks for fleece and t-shirt programs
• Oversaw international production approvals

EARLY CAREER

Gap Inc. (2007–2008) • Ecko Unlimited (2004–2007) • American Eagle (2003–2004)
Express (1999–2003) • Abercrombie & Fitch (1998–1999) • Ralph Lauren (1994–1998)

EDUCATION

Pratt Institute – BFA, Communications Design