

Brenden Lovejoy was in your top 8 on MySpace, on board your favorite band's tour buses, and just might have sold you your first band t-shirt from Hot Topic in high school.

Fast forward to today, after receiving his MFA from Cranbrook Academy of Art, Brenden has spoken at NYU, Parsons, Pratt Institute, CCA, and Edinboro University about his life as a retail rat and studio practice as an Art Director, Designer and Illustrator in New York City.

Brenden Lovejoy has worked with artists and global brands, such as: The New York Times, WSA, SAA, Palm Heights, PHA, amika, Sephora, Happier Grocery, Trixie Mattel, GQ, Uniswap, OnePlus, New Stand and he has taught Advanced Graphic Design at Pratt Institute.

www.brendenlovejoy.com
studio@brendenlovejoy.com

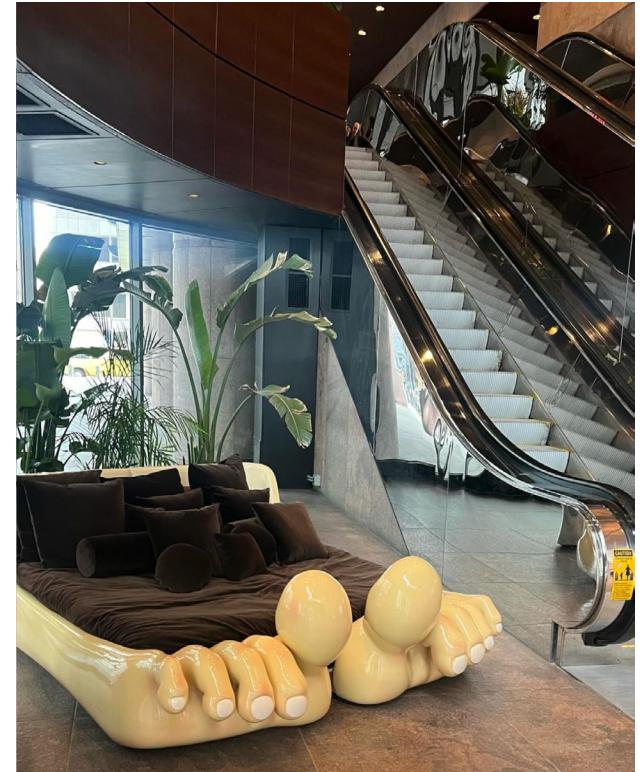
HAPPIER—Art Director

HAPPIER, is the real estate and hospitality parent company of: **PALM HEIGHT**, **WSA**, **SAA**, **154 SCOTT AVE**, **HABIBI**, **99 Scott**, **HAPPIER GROCERY**, and more.

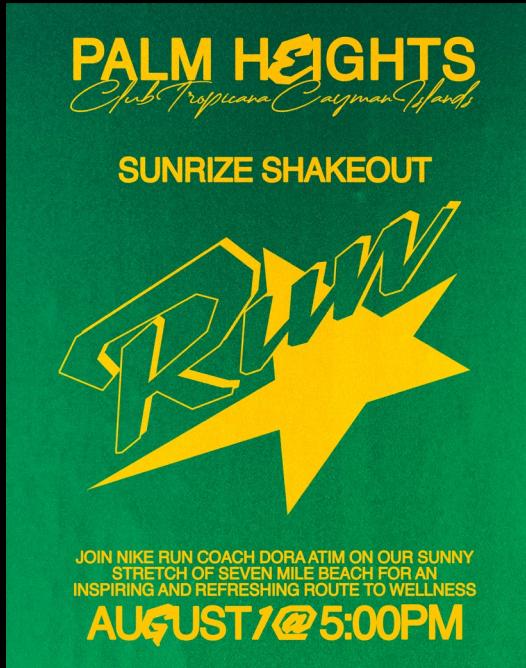
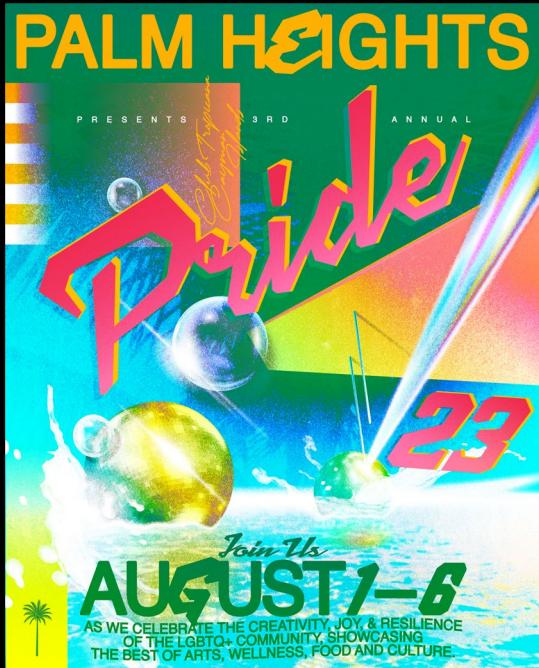
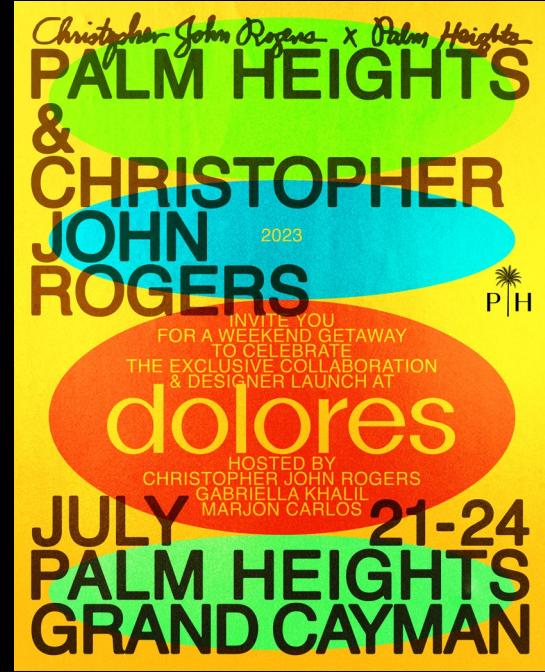
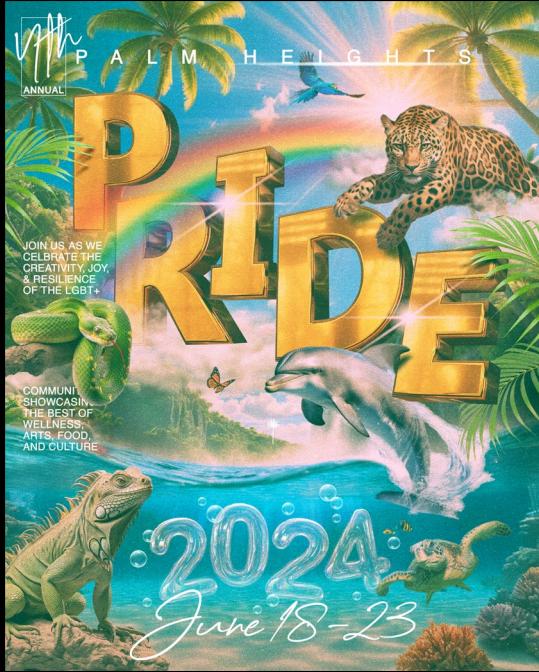
I have established the brand identities and systems for the office and membership clubs WSA and SAA before opening doors in 2023. I have continued to art direct and execute all print and web design, restaurant branding, OS&E design and event design direction and collateral. I also art direct and design all event and special collaborations for **PALM HEIGHTS** and Palm Heights Athletics including but not limited to: print and web design, merchandise/garment design and oversee production, OS&E design and packaging design.

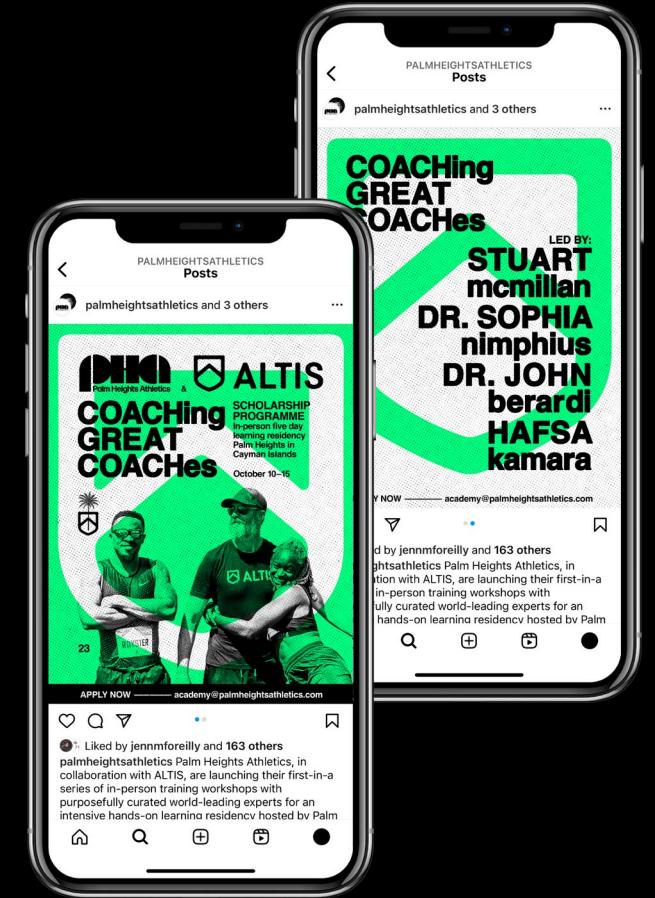
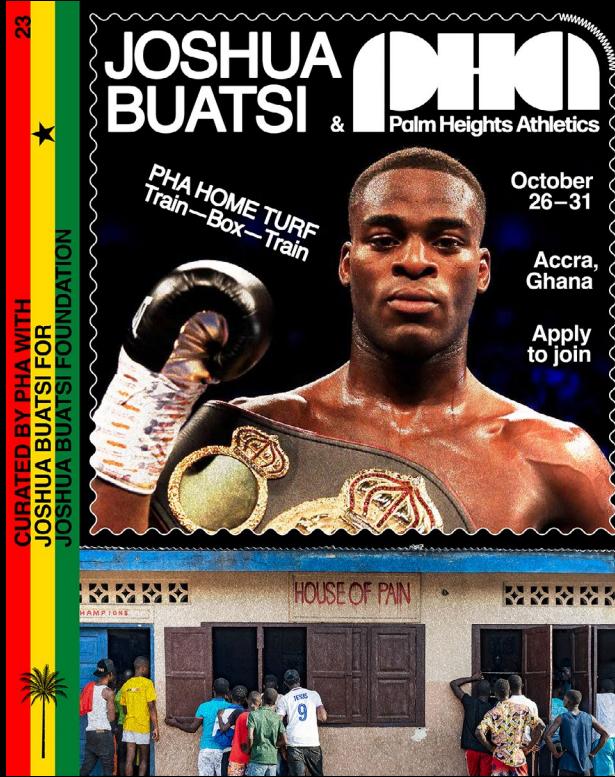
“A place where artists schmooze with editors and curators, then stop for elevator selfies. This kind of cultivated scene hidden behind a banal exterior has become the trademark of the Khalils, who run the space and have been expanding their footprint across the city lately—with **HAPPIER GROCERY**, an Erewhon-ish grocery store on Canal Street, and 154 Scott Avenue, an industrial warehouse that holds the popular-on-TikTok restaurant **HABIBI** and has hosted fashion shows that drew Beyoncé. Before opening this spring, 161 began hosting events, kicking off with Emily Ratajkowski’s *Aprés Met* party thrown by KMJR last May.”

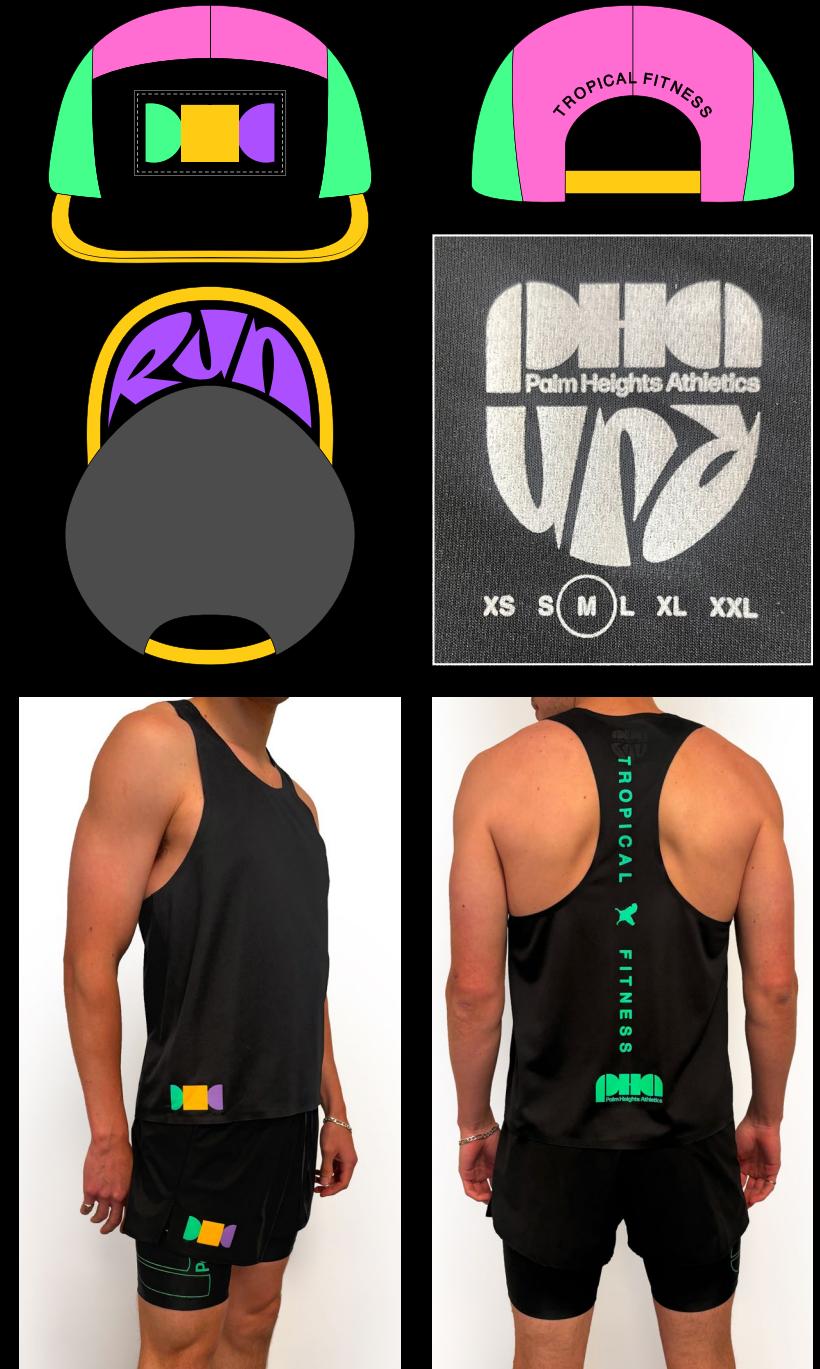
—CURBED on WSA/HAPPIER



PALM HEIGHTS WSA SAA HAPPIER

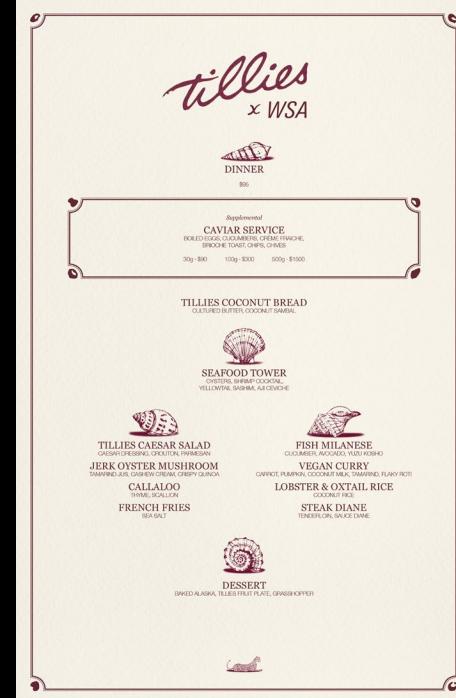


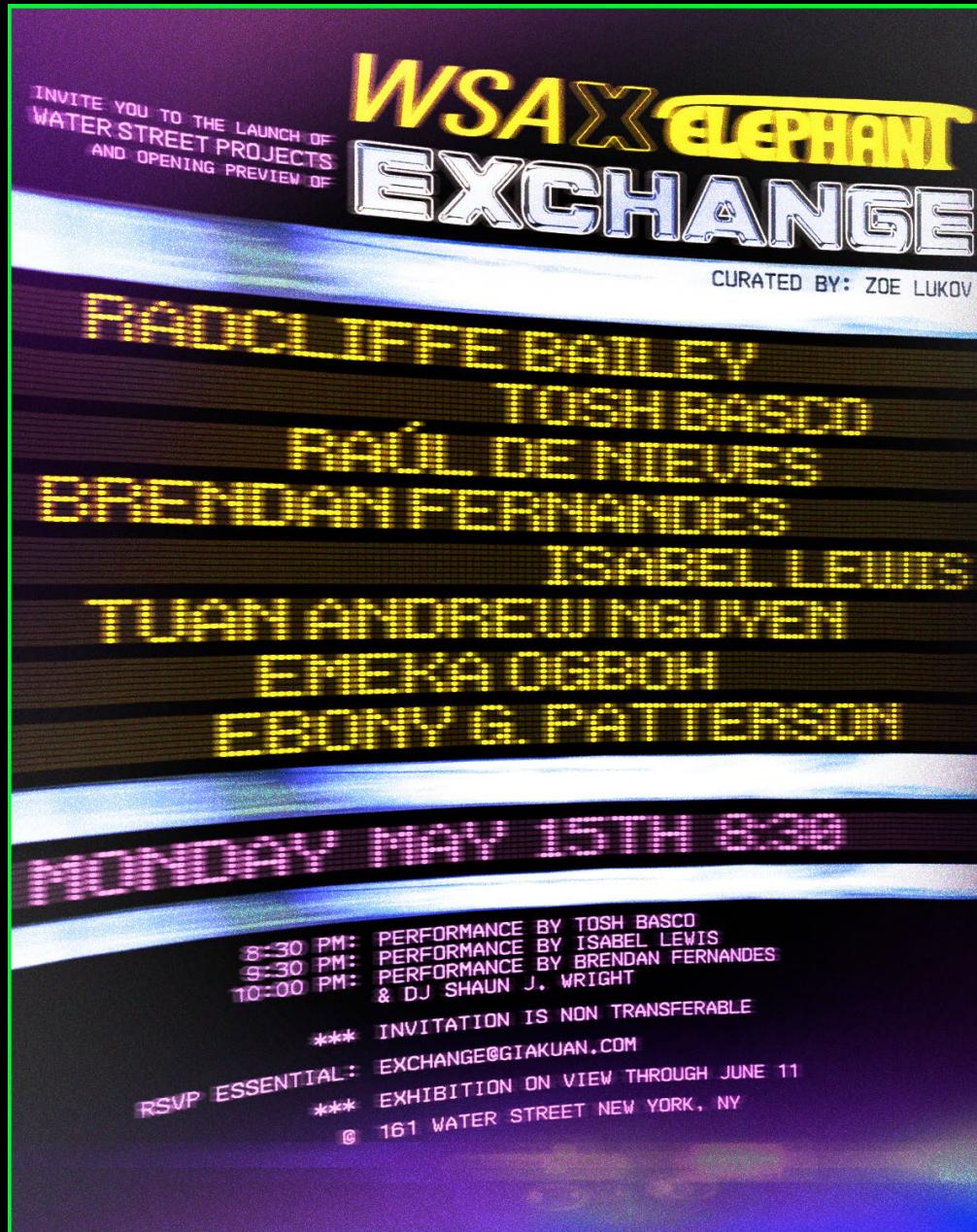


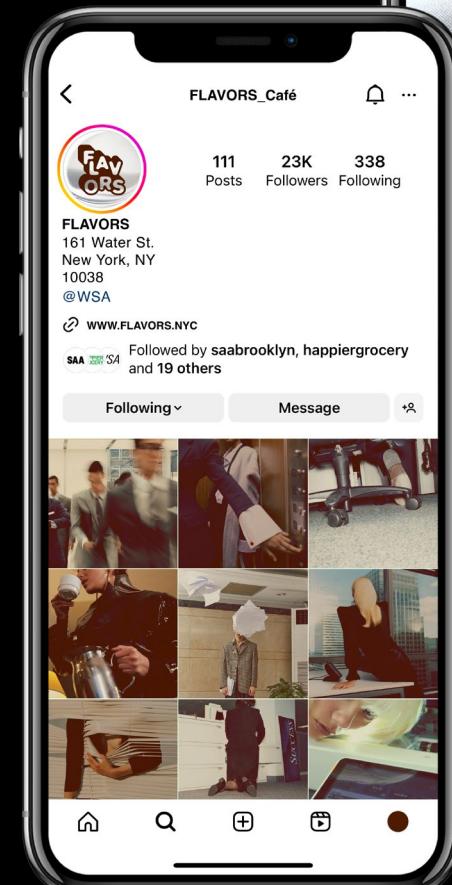


TILLIES X WSA—Art Direction & Design: Wheat Paste Campaign, Menu, OS&E and Ice Sculpture

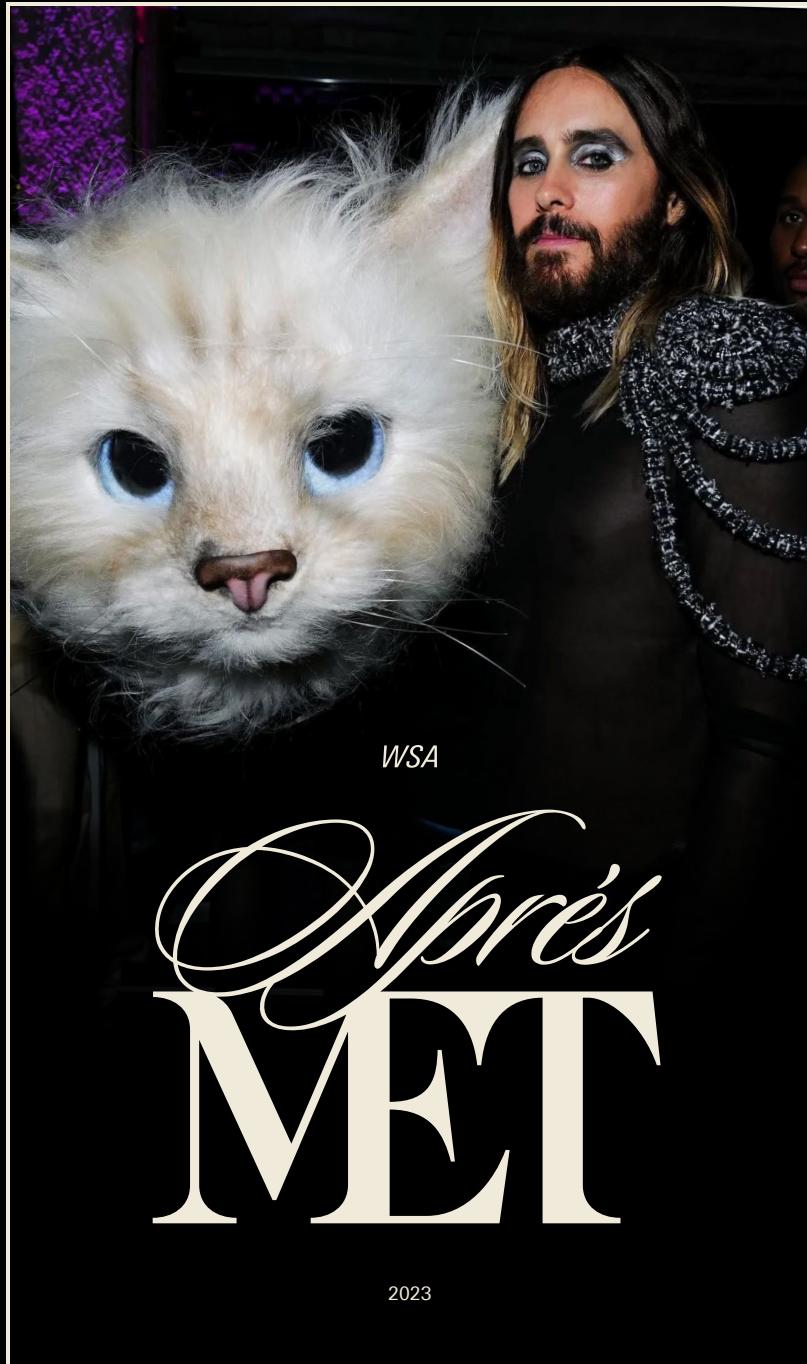
2023

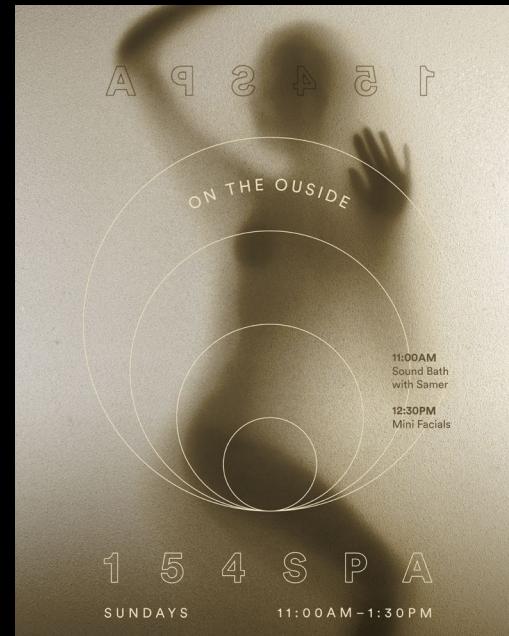
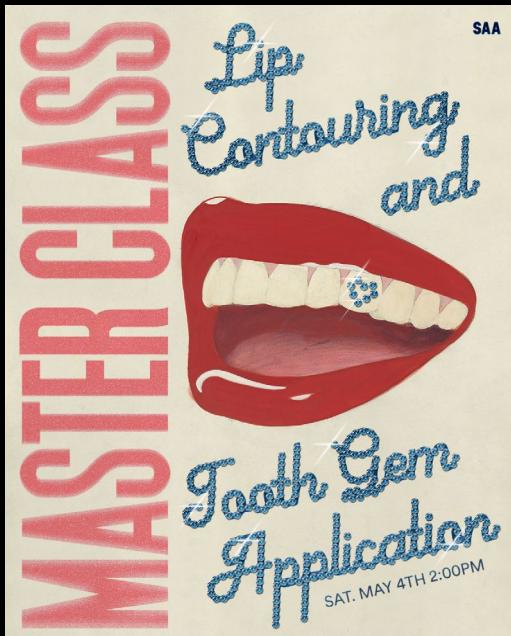
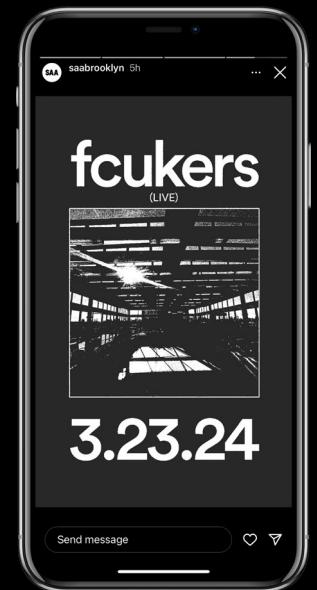
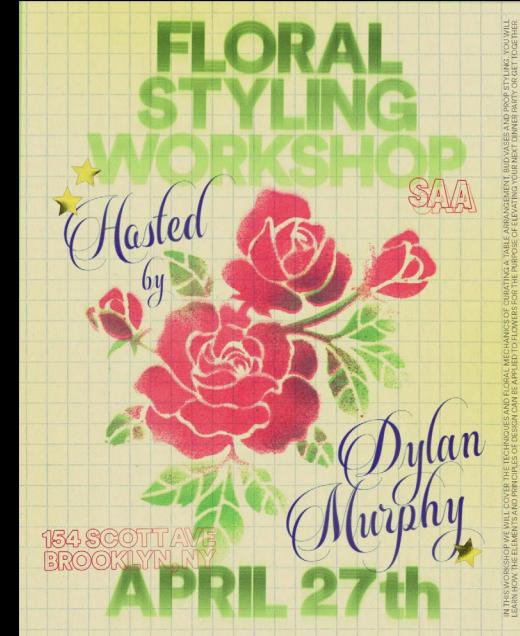
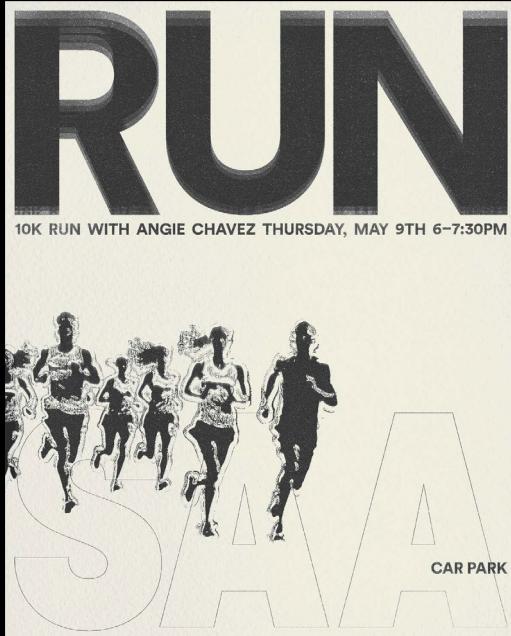












HAPPIER GROCERY—Art Director

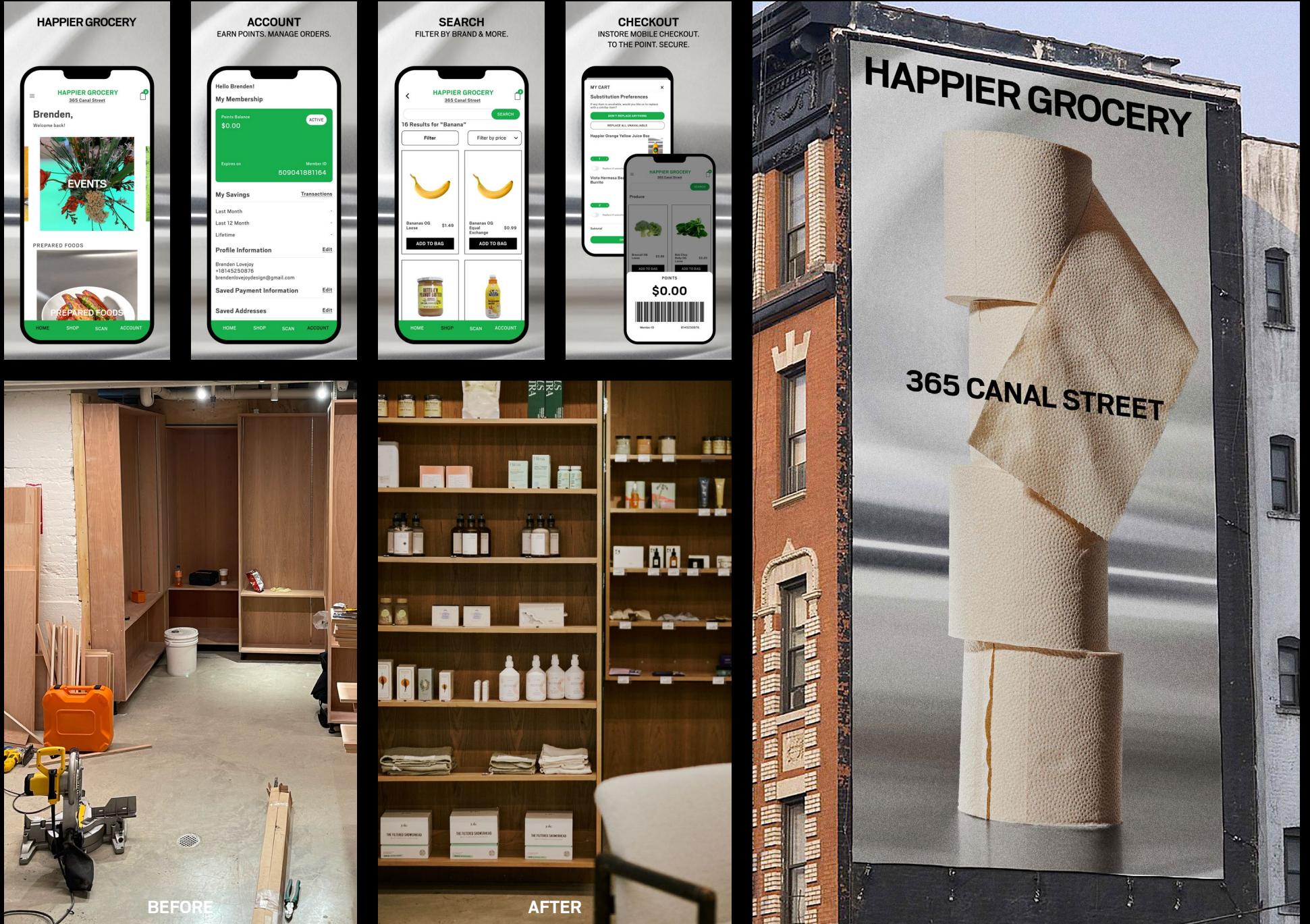
HAPPIER GROCERY connects consumers with products defined by quality, sustainability, and ethical sourcing. Our space serves as a portal to discovery, encouraging exploration, learning, and a deeper connection with every aspect of daily life.

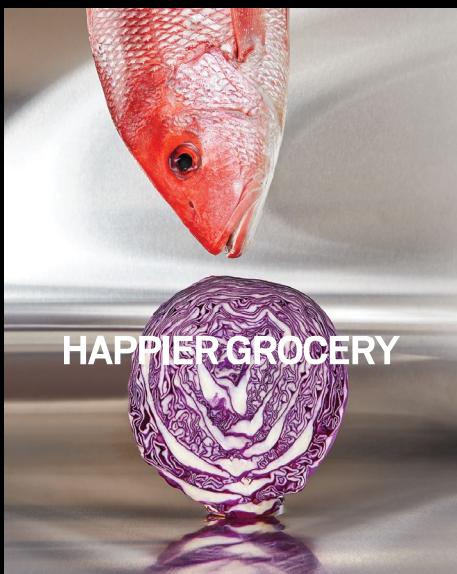
I established and designed HAPPIER GROCERY's branding and design system including, but not limited to: brand strategy, app design, web design, packaging design, and visual merchandising before opening doors in the September of 2023. Since then, I continue to conceptualize, art direct, set design, and prop style campaign photography and video, design all packaging, merchandise design, event collateral and special collaboration design.

HAPPIER GROCERY is located at 365 Canal Street on the border of Soho—in turn, I have worked to situate the store's brand identity at the intersection of high and low; inspired by the contemporary luxury shopping experience of Soho while maintaining and acknowledging the grit of NYC that resonates with local and on line consumers.

HAPPIER GROCERY





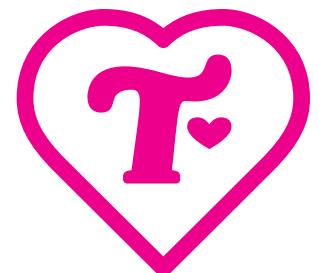


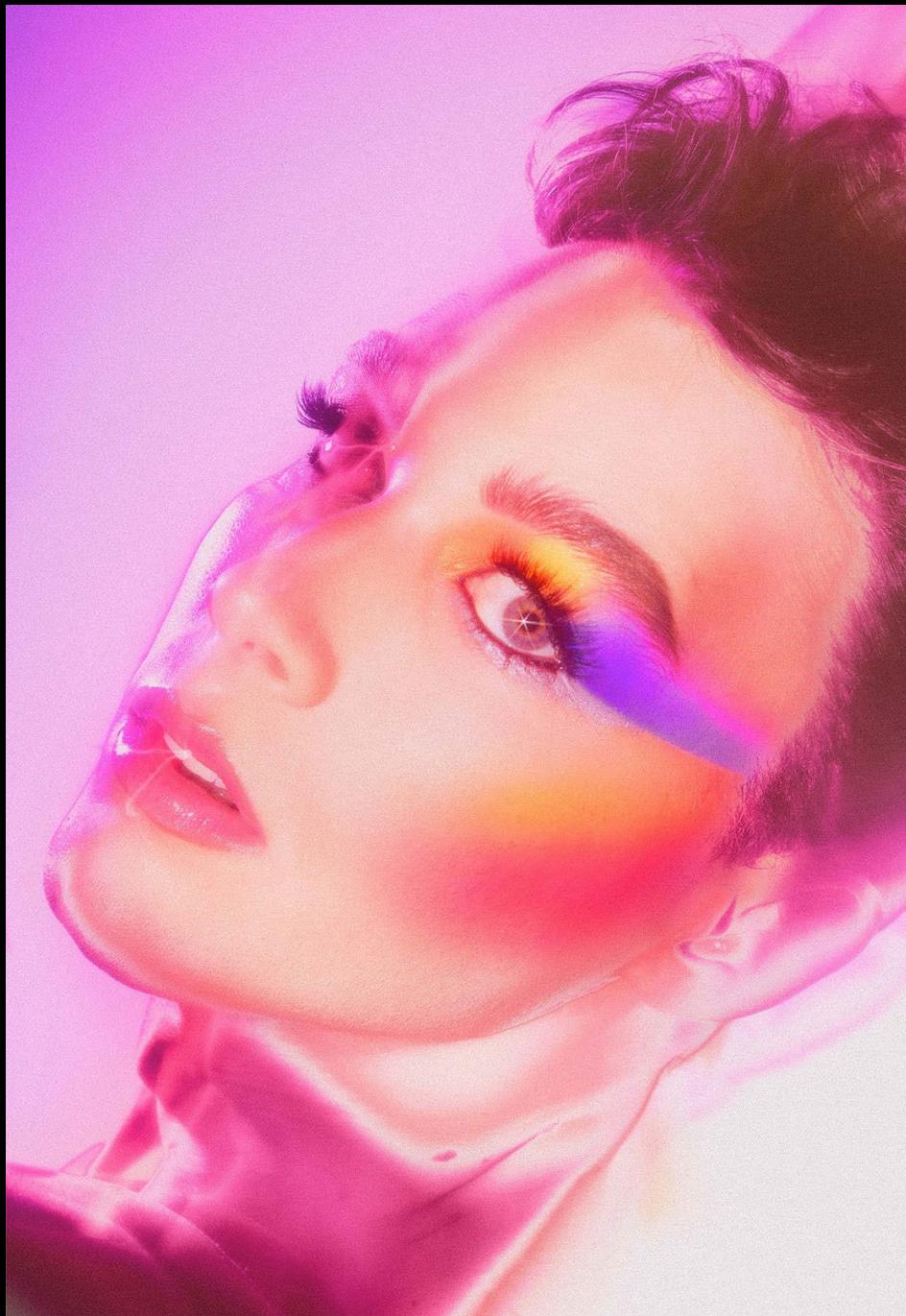


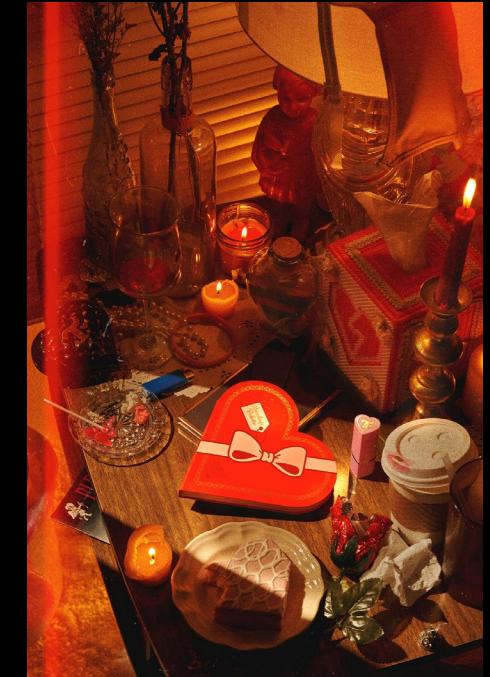
TRIXIE COSMETICS—Art Director

Trixie Cosmetics, founded by world famous drag queen Trixie Mattel, provides products that evoke nostalgia and celebrate a heightened sense of femininity, all with enough variety in shades and formulas so everyone can have their Trixie Moment, whether they've been doing makeup for decades or just days.

I was approached by Trixie to create campaigns for Trixie Cosmetics. I concept, produce, cast, set design, prop style and art direct various campaigns for the brand on a freelance basis, that allow me to celebrate my love for cosmetics and story telling.









WELCOME TO THE CAPTIVATING WORLD OF *Pillow Princess*

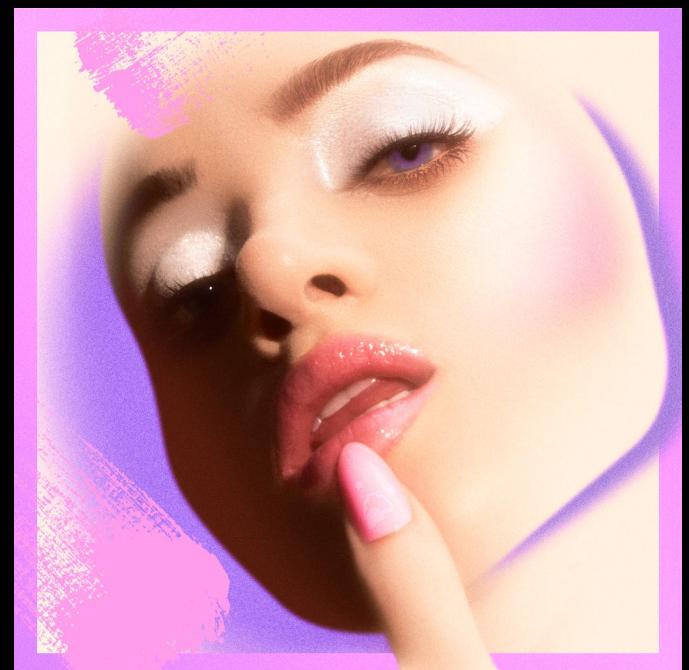
WHERE EASY NO-FUSS APPLICATION MEETS HIGH-GLAM ETHEREAL LOOKS THAT ARE NOTHING SHORT OF DREAMY.

IT'S TIME TO GET TOPPED (*Wink Wink*) WITH STAY THE NIGHT SHIMMER TOPPERS, A NEW LIQUID METALLIC EYESHADOW IN THREE MESMERIZING MULTI-CHROME SHADES.

- ◊ WEIGHTLESS
- ◊ FAST DRYING
- ◊ BUILDABLE
- ◊ METALLIC HOLO FINISH

Plus! OUR FIRST EVER NAILS! STARGAYS PRESS-ONS ARE A HASSLE-FREE SOLUTION TO EFFORTLESS NAILS FIT FOR A PRINCESS

© 2023 Trixie Cosmetics LLC. All rights reserved. #TRIXIECOSMETICS. YOUTUBE.COM/TRIXIEMATT. WWW.TRIXIECOSMETICS.COM

A product shot featuring two bottles of 'Stay the Night Shimmer Toppers'. One bottle is purple and the other is pink. Next to them is a small tube of 'Stargay Press-On Nails'. The background is dark, making the metallic colors of the products stand out. The 'T' logo is in the top right corner.

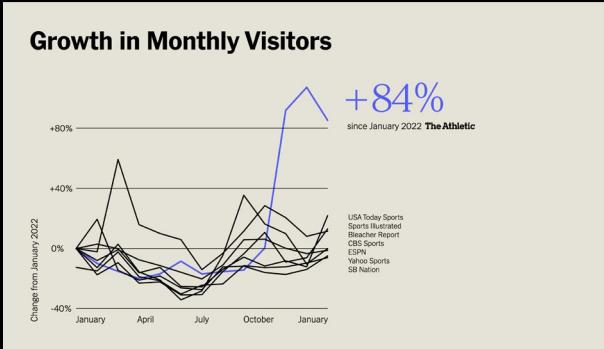
THE NEW YORK TIMES—Designer

The New York Times covers domestic, national, and international news, and publishes opinion pieces, investigative reports, and reviews. As one of the longest-running newspapers in the United States, it serves as one of the country's newspapers of record.

I designed the State of The Times 2023 keynote slide presentations for the executives at The New York Times, including animated info-graphics.

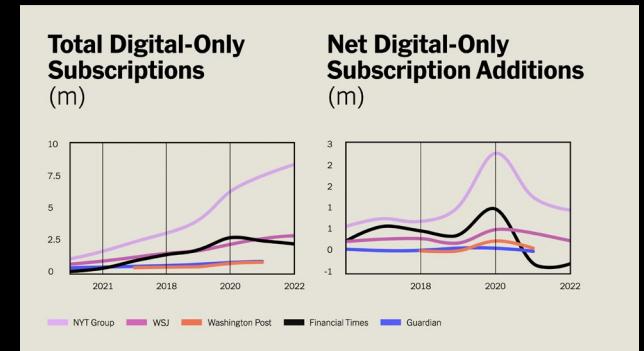
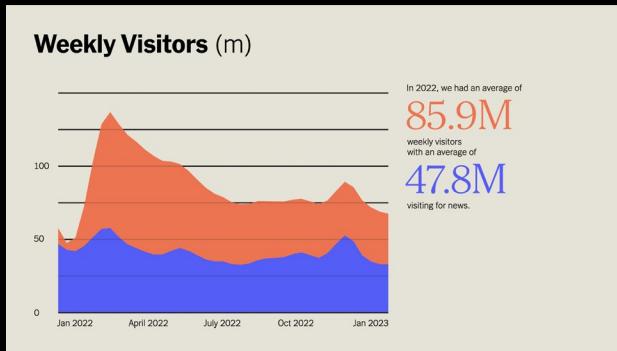


The New York Times

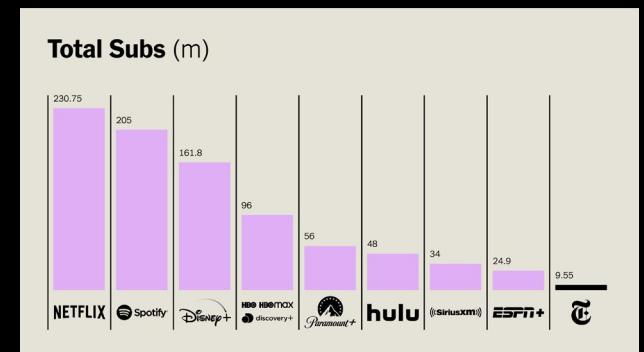
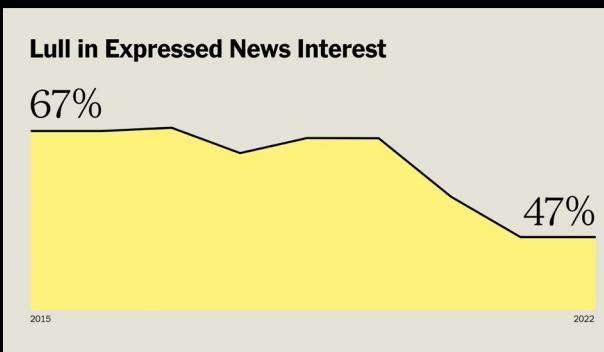


In 2021, just under 3 million people used two or more of our products each week. Last year, that number was well over

7,000,000



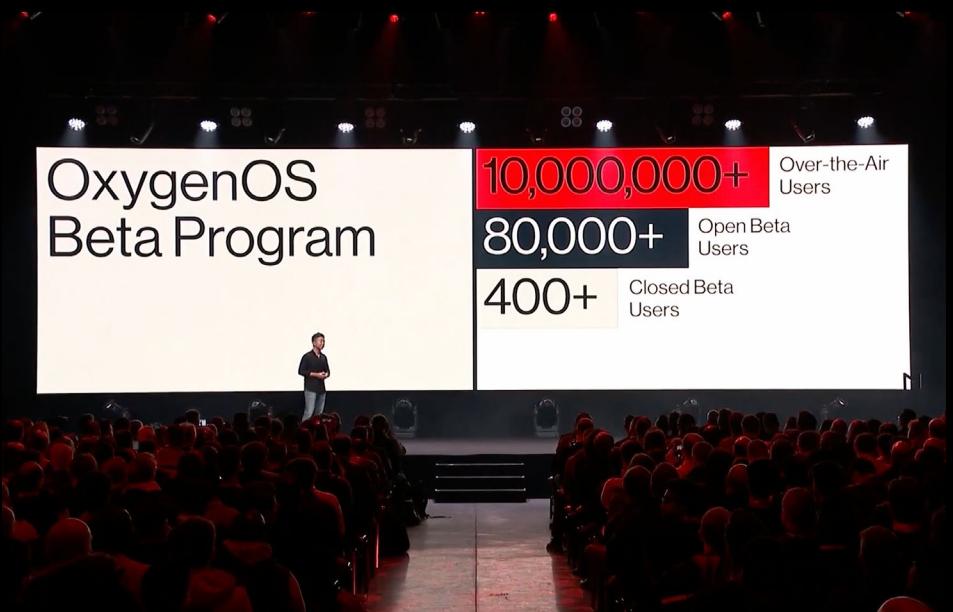
15,000,000
subscribers by year-end 2027



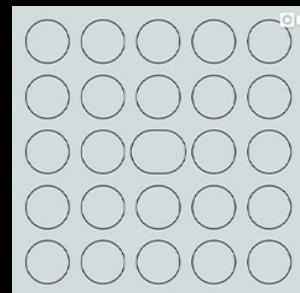
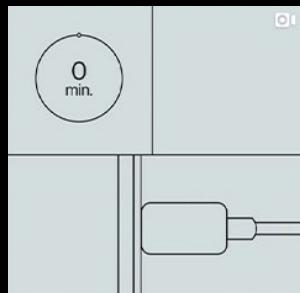
ONEPLUS—Art Direction & Design

The OnePlus7T was the first product to compete with Apple, Samsung, and Google premium phone products. In order to stand out from the current competition, I led a small design team to design a visual campaign that dismissed the blurry-rainbow-gradient visual trend of most tech/smartphone companies and built a visual branding system for OnePlus that relied heavily on a thoughtful color scheme and rigid typographic hierarchy. These guidelines allowed the system to be easily applied and establish a sense of cohesion across digital assets, packaging, press kits, and other collateral.





[CLICK HERE](#) to view keynote presentation







[CLICK HERE](#) to view campaign ad

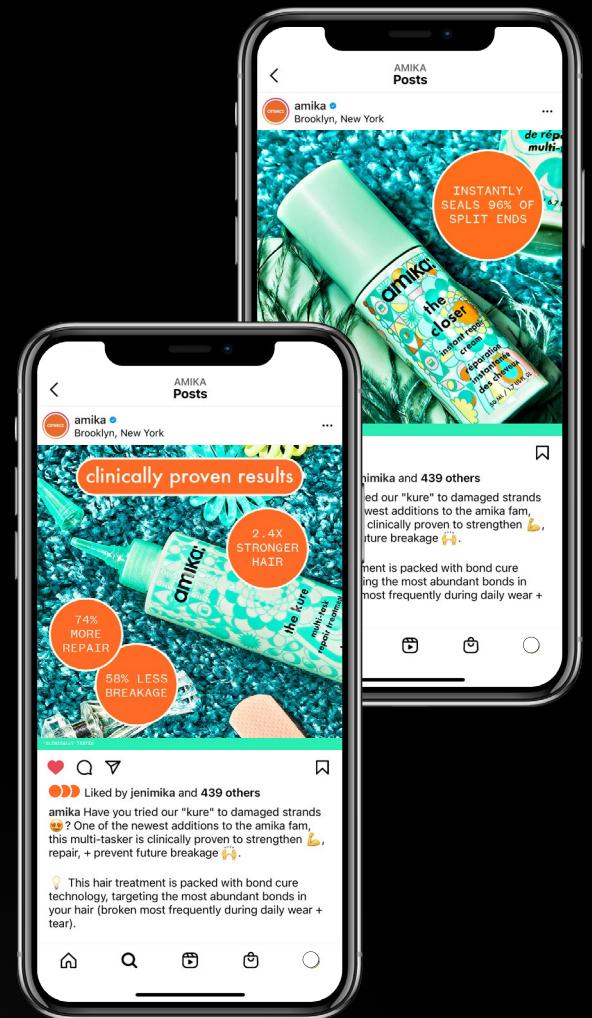
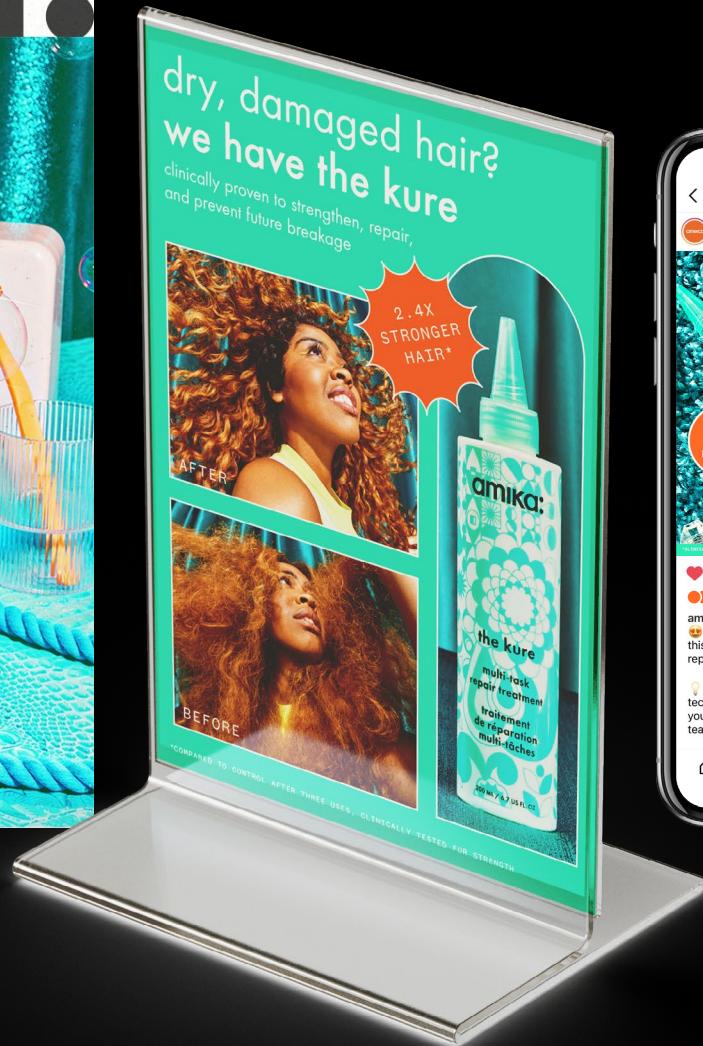
AMIIKA—Art Director

While art directing for amika, I lead amika's rebrand—working to establish the company's first brand guidelines, trade shows, lead all photography, video, social media, 360 brand campaign creative, and visual merchandising for Sephora, Salon Centric, and other retailers.

This included but was not limited to: directing and mentoring a team of junior designers, working with our eCommerce team on all media procurement and social media analytics to apply these to design, design and construction of international trade show booths, and work directly with Sephora's fabrication team to establish amika's first custom visual merchandising displays internationally.

amika:









loveamika.com

SELECT A FREE SAMPLE WITH EVERY ORDER

amika: shop all collections blog about pros hair quiz where to buy rewards sustainability

BLONDE COLLECTION: FOR BLONDES, GRAYS + SILVERS

it's blonde maintenance made easy

this collection repairs damaged strands and tones brassy hues to bring out the best and brightest shades of blonde, gray, and silver.

[SHOP NOW](#)

BOND WITH YOUR BLONDE

loveamika.com

COMPANY WILL BE OFF NOV 24-25 IN OBSERVANCE OF THANKSGIVING

amika: shop all collections blog about pros hair quiz where to buy rewards sustainability

TRANSFORMATION STATION

bust your brass cool blonde repair wash routine

BRASS BUSTED!!!

This shampoo is amazing and when used with the conditioner it's even better if that's possible. It takes away all of the brassiness same way a toner does at the salon.

loveamika.com

FREE SHIPPING ON \$35+ ORDERS AFTER DISCOUNTS APPLIED

amika: shop all collections blog about pros hair quiz where to buy rewards sustainability

[THE KURE BOND REPAIR CONDITIONER](#)
SEE ALL INGREDIENTS
WATER/AQUA/EAU, MYRISTYL ALCOHOL, PROPYLENE GLYCOL, CETEARYL ALCOHOL, CETRIMONIUM CHLORIDE*, HIPPOPHAE RHAMNOIDES (SEA BUCKTHORN/ARGOUSIER) FRUIT/SEED OIL, BORAGO OFFICINALIS (BORAGE/BOURRACHE) SEED OIL, MANGIFERA INDICA (MANGO/MANGUE) SEED BUTTER, BUTYROSPERMUM PARKII (SHEA/KARITE) BUTTER, HYDROXYPROPYL CHLORIDE, HYDROXYPROPYLTRIMONIUM CHLORIDE, ALOE BARBARAE LEAF JUICE, GLYCERIN, HYDROLYZED QUINOA, AMINOMETHYL PROPANOL, BIS-PCA DIMETHICONIC, BUTYLENE GLYCOL, C11-15 PARENTH-7, C12-16 PARENTH-9, CAPRYLYL GLYCOL, DECYL OLEATE, DISODIUM PEG-12 DIMETHICONIC SULFOSUCCEINATE, TRIDECETH-12, TRIMETHYLSDILOXYANODIMETHICONIC, CITRIC ACID, ETIDRONIC ACID, LAURYL ALCOHOL, HYDROGENATED PALM GLYCERIDES CITRATE, PHENOXYETHANOL, POTASSIUM SORBATE, SODIUM BENZOATE, CETYL ALCOHOL, BENZYL ALCOHOL, TOCOPHEROL, FRAGRANCE/PARFUM, BENZYL BENZOATE, HYDROXYCITRONELLAL, LIMONENE *ANTISTATIC AGENT/AGENT ANTISTATIQUE

[THE KURE MULTI-TASK REPAIR TREATMENT](#)
SEE ALL INGREDIENTS

[THE KURE BOND INTENSE REPAIR MASK](#)
SEE ALL INGREDIENTS

[THE KURE BOND REPAIR SHAMPOO](#)
SEE ALL INGREDIENTS

[THE CLOSER INSTANT REPAIR CREAM](#)
SEE ALL INGREDIENTS

loveamika.com

SELECT A FREE SAMPLE WITH EVERY ORDER

amika: shop all collections blog about pros hair quiz where to buy rewards sustainability

We're a collective of creatives, hairstylists, chemists, and product enthusiasts that like to bend the rules.

BEFORE IT WAS A THING

hi, friend! [chat with me to get your perfect hair routine](#)



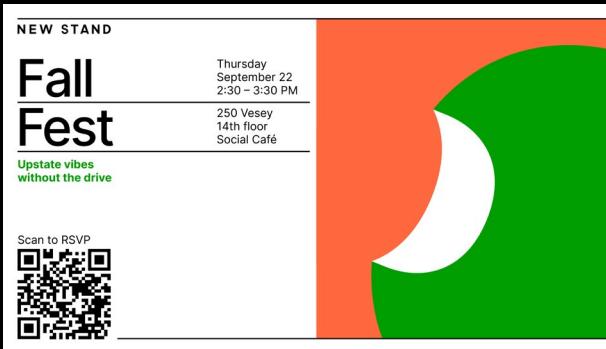
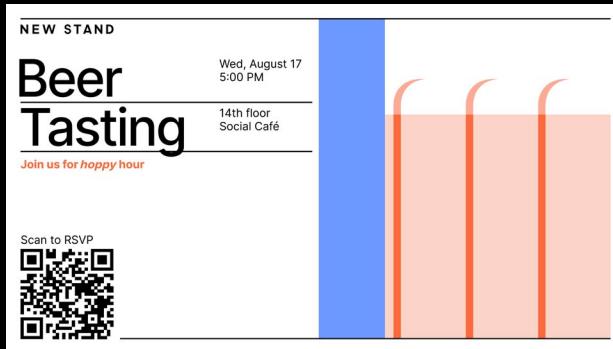
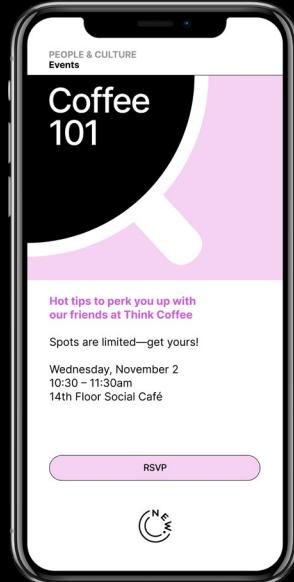
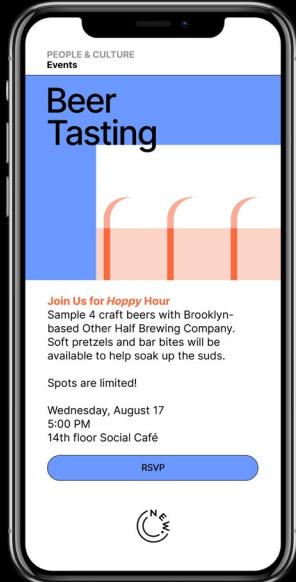


NEW STAND—Art Director

At New Stand, I art directed and designed the 2022 rebrand. With the company mission to “uplift people’s days” through technology that influences how we work from our homes, in the office, or commuting throughout the day, the rebranded identity uses a tool kit of shapes to create playful illustrations that could be crafted for any situation or environment, including UI/UX, retail signage and way finding, food packaging, social media, and newsletters.



NEW STAND



NEW STAND



Drops
Employee Gifts

Recognize and reward your team with outstanding gift boxes for meaningful moments, from birthdays to promotions.

[Explore Drops](#)

← ⚡ →



NEW STAND

Our DNA

Elevate Unexpected Spaces

Creating meaningful experiences in everyday places is our specialty. Beyond workplaces, we've transformed the day-to-day within office lobbies, campuses, and transit hubs.

← ⚡ ⚡ ⚡ →




PART II

NEW STAND

INDUSTRIOS

For context, here's a quick snapshot of the shift toward distributed-employee models:

The Hybrid-Happy Work Era

WORKERS

- 56% of workers want their employees to continue providing flexible remote work options post-pandemic.
- 56% of workers say a hybrid model would be optimal (versus any other model).
- 56% of workers are considering a switch to remote or hybrid work in the year ahead.

EMPLOYERS

- 56% of employers feel that their org needs 2-4 days/week in the office to maintain a strong company culture.
- 56% of hybrid workers say their biggest challenge is knowing when to work remotely vs in-person.
- 56% of business leaders have team agreements to define why and when to go to the office.

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PART III

NEW STAND

INDUSTRIOS

Shared Experiences and Why They Matter

DEFINING "SHARED EXPERIENCES"

When we're talking about a company's shared experiences, we're referring to the commonality in the mission, vision, and employee-retaining aspects of organizational culture that affect how employees feel about their work-site—apart from the mechanics of the work. Shared experiences can happen across remote individuals or together in real time: Your coworker might be taking the same bus to work as you, or you might both be at the same off-site, experiencing a new space and non-routine day as part of a collective group.

WHY DO SHARED EXPERIENCES MATTER?

The percentage of overall engaged workers during 2022 is a mere 34% (down from 39% in 2021). Keeping a sense of belonging in the workforce is important to their near-term success (over the next 12 to 18 months). 93% agreed that a sense of belonging drives organizational performance. In effect, employees feeling left behind is bad for business, as supported by the workforce data below:

EMPLOYEE ENGAGEMENT

People who report having a positive employee experience have 16x the engagement level of employees with a negative experience.

RETENTION

Those with a positive employee experience are also 8x more likely to want to stay at a company.

PROFITABILITY

Companies with the best customer satisfaction double customer satisfaction and see 25% greater profitability vs. competitors.

PRODUCTIVITY

Organizations with a high level of engagement report 22% higher productivity.

Shared at-work experiences can range from having access to equally high-functioning equipment to developing new habits and routines. It's important to remember that in-person workers. Adopting new behaviors that promote connection, collaboration, and communication will elevate the employee experience for all and help hybrid workers feel seen and supported.

People may not want the same things in terms of opening their laptop for their co-workers to see their screen, whether it's a hybrid Monday or if it's a Friday night. If they want to make their own coffee or grab it free from the office kitchen, but with a universally calibrated experiential culture, their preferences don't have to put them at a disadvantage.

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PART IV

NEW STAND

INDUSTRIOS

Where Shared Experiences Fall Through the Cracks

In what areas of people S culture do individual employees face inconsistent daily experiences? Think about your own workday, moment to moment: Which micro-experiences feel frustrating, not because of the actual work at hand, nor because of large-scale organizational issues, but because you're set up differently than some of your colleagues? The points below call out just some of the hybrid-life inequities many workers are facing now.

CONNECTING WITH COLLEAGUES

- 59% of hybrid workers have fewer work friendships since shifting to hybrid work.
- 43% of business leaders say relationship-building activities are the greatest challenge of having hybrid workers.
- 55% of hybrid workers feel lonelier at work than before shifting to hybrid.

COLLABORATION CAPABILITIES

- 56% of employees say "face-to-face collaboration" is a primary driver for returning to the office.
- 73% of employees say collaboration takes more effort and planning today.
- 64% of hybrid workers say it is more difficult to keep everyone up to speed and in the loop on projects.

CAREER OPPORTUNITY & RECOGNITION

- 62% of business leaders are concerned that new and hybrid employees aren't getting enough support to be successful.
- 81% of workers say they are or feel more productive than they were a year ago...but...
- 1/5 employees report experiencing technology issues while working remotely today.
- 41% of U.S. executives said remote employees would be less likely to be considered for promotion.

ACCOMMODATIONS & ACCESSIBILITY

- 66% of leaders say their company is considering redesigning office space for hybrid work.

10

PART IV

NEW STAND

INDUSTRIOS

How Strong Is Your Company's Culture?

HOW DO EMPLOYEES FEEL WHICH LESS-SHAREABLE EXPERIENCES THEIR UNIQUE HYBRID SITUATION MAY BE VULNERABLE TO? TAKE THE ASSESSMENT ON THIS SPREAD TO EXPLORE SOME WORK-LIFE AREAS THAT ARE COMMONLY AFFECTED BY HYBRID WORKING STYLES, AND TO HELP IDENTIFY WHERE YOUR ORG MAY NEED TO CALIBRATE FOR MORE UNIVERSAL, SHARED EXPERIENCES.

TEAM CONNECTION

Employees feel a sense of belonging at work.

EMPLOYEE RECOGNITION

Employees feel valued and celebrated at the team and company level.

INFORMATION SHARING

Employees are in-the-loop and know where to go if they're not.

WORKPLACE AMENITIES

Employees have access to "extra" perks that make their day-to-day work lives.

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13

ANSWER YES OR NO TO THE STATEMENTS BELOW. SECTIONS WITH MOSTLY YES MEAN YOU'RE ON THE RIGHT TRACK. THOSE WITH MORE NOS COULD USE YOUR FOCUS.

TEAM CONNECTION Y N ..

- [1] Company social events are regular and well-attended. [] []
- [2] Employees from different teams know each other and get along well. [] []
- [3] Employees and leadership have a positive rapport. [] []
- [4] Many employees are active in "just for fun" Slack channels. [] []

EMPLOYEE RECOGNITION Y N ..

- [1] Team members feel valued and acknowledged. [] []
- [2] Your workplace highlights individuals' personal milestones. [] []
- [3] Teams consistently celebrate employee accomplishments. [] []
- [4] Individuals and teams are recognized at the company level. [] []

INFORMATION SHARING Y N ..

- [1] Meetings are consistent and productive. [] []
- [2] Employees know where to seek out company information and updates. [] []
- [3] Employees have a universally accessible forum to ask questions about the company. [] []
- [4] Your company has an effective onboarding process for new hires. [] []

WORKPLACE AMENITIES Y N ..

- [1] Your workplace implemented collaboration tools that improve hybrid collaboration. [] []
- [2] Working in-office is easy and convenient for employees. [] []
- [3] Employees have positive feedback about office perks like snacks and activities. [] []
- [4] Your office's hybrid schedule prioritizes employee flexibility. [] []

UNISWAP—Designer / Illustrator

Uniswap is a cryptocurrency exchange who was known for their use of the 🦄 emoji as their logo for many years. Since Apple owns the rights to that emoji, Uniswap needed a new logo to represent itself. I combined a myriad of references from late Gothic unicorn tapestries, contemporary tech graphics, and my personal illustration sensibility.

Since the launch of the new logo it has become not only a global community symbol of Uniswap users, but also a symbol for decentralized finance. The community has such a strong attachment to this logo that when Uniswap redesigned the logo, the community overwhelmingly demanded that my logo be reinstated. Uniswap complied.





The screenshot shows the Uniswap website's homepage. The title "Automated Liquidity Protocol." is displayed prominently in pink. Below the title, there are two buttons: "Launch App" and "Read the docs". A section titled "Uniswap V1" includes a thumbnail image of a knight on a white unicorn and a brief description of the protocol. At the bottom right, a note states "This site is a work in progress. Found an issue?"



Nails by Kro Vargas