

BIO: KAMERON GAD

Kameron was raised in Del Mar, California. From a very young age, Kameron was attracted to the arts and her future educational and career choices would prove to be a natural progression for her.

Unlike the usual university path of one college and one field of study, Kameron decided to acquire an amalgamation of multi-media design skills by attending several colleges, each with its own specialties. She successfully earned a Bachelor of Fine Arts degree double majoring in art and film from UCSC, USC and UCSD in 2000. Apart from class, Kameron's college years were spent in editing rooms creating numerous short films for interactive multimedia installations or in studios creating her vast collection of paintings and other artwork. Upon graduation, she was the recipient of the Irwin Scholarship Award and thereafter moved to Rome for a short period to work at a studio in Rome.

Kameron spent the next three years gaining professional experience in the design fields and simultaneously building her art portfolio. She moved to San Francisco and worked as an editorial assistant at Surface magazine. When not at the office, she created and exhibited her art at various galleries in San Francisco and other cities. After Surface, she worked as a designer for Haasprojekt, a conceptual streetwear and product line. Housed in a concept gallery/studio/salon space, Kameron used and amassed numerous skills including package design, graphic design, in-store displays, accessories and clothing design, and multimedia in-store installations. A few of the products that she assisted in designing (fragrances and a watch) are part of the permanent collections of the Cooper Hewitt Design Museum and the SFMOMA. Subsequent to this rewarding experience, Kameron became intrigued in the way art, media and fashion can come together in retail experiences. She decided to get further education in spatial design and joined Ian Birchall & Associates, an architecture firm, as a Design Assistant.

In 2006 Kameron received a Masters of Architecture from Parsons School of Design. since graduation she has worked as a design/retail/branding consultant for numerous fashion companies and design firms of which include (Henri Bendel, Dolce & Gabbana, Calvin Klein, Ralph Lauren, Victoria's Secret/Limited Brands and B.I.G. @ Olgilvy). Benefiting from her work with these companies, she has widened her array of expertise in fashion environments and branding.

Currently, Kameron is busy working on global store design and environmental branding for Bobbi Brown Cosmetics.

For more information and CV please visit:

WWW.KAMERONGAD.COM