

BK

BRANDON KEENEY

CREATIVE TECHNOLOGIST & DIGITAL CREATOR LEADER
GENERATIVE AI, 3D TECHNOLOGY, AND INNOVATION

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Creative technology and digital product creation leader with 8+ years of experience building enterprise innovation programs across global retail brands. blends hands on technology, interactive design, innovation, and GenAI expertise with senior stakeholder partnership, workflow transformation, and team enablement, Known for translating emerging technologies into practical, brand safe systems that accelerate design, reduce physical dependency, improve visualization quality, and scale adoption across creative cross functional teams

PROFESSIONAL EXPERIENCE

SENIOR MANAGER, DIGITAL PRODUCT CREATION / INNOVATION

TAPESTRY, INC. - COACH, KATE SPADE, & STUART WEITZMAN | 2023 - PRESENT

Lead enterprise creative technology initiatives across GenAI, 3D, real time visualization, immersive design, and scalable product creation workflows for global brands

- Built and scaled GenAI enablement programs across Coach, Kate Spade, and Stuart Weitzman, driving adoption for 800+ users through brand-safe workflows, custom model strategy, and designer-facing training.
- Drove Ai adoption as a designer accelerator grounded in brand consistency, enterprise safety, and repeatable creative value across global retail brands.
- Partnered with senior leadership to define innovation priorities, translate creative technology opportunities into business value, and support modernization efforts across design, product development, and supply chain workflows.
- Evaluated emerging creative technology vendors across GenAI, 3D, real-time visualization, and immersive design, translating capabilities into business cases and implementation road maps.

MANAGER, 3D TEAM

COACH / TAPESTRY | 2018 - 2023

Managed 3D product visualization and digital asset workflows supporting design, development, virtual showroom, e-commerce, and immersive presentation needs.

- Introduced and scaled Clo3D workflows, establishing 3D first development practices that reduced reliance on physical prototypes and accelerated product review cycles.
- Led 3D asset development using Modo, Maya, Blender, Zbrush, and Adobe Substance to create high quality visualization outputs for e-commerce and presentations
- Supported virtual showroom initiatives that improved global review efficiency, strengthened cross-functional alignment, and enabled faster seasonal decision-making.
- Developed interactive digital assets for gaming platforms like Roblox and Zepeto, extending brand presence into immersive environments for Gen Z Consumers billions of asset impressions

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)

BFA INTERACTIVE DESIGN AND GAME DEVELOPMENT

MISSISSIPPI SCHOOL OF THE ARTS

THEATRE

CERTIFICATIONS

GOOGLE AI PROFESSIONAL CERTIFICATION

APPLIED AI FOR PROMPTING, DATA ANALYSIS, CUSTOM CODING SOLUTIONS

GOOGLE FOUNDATIONS PROJECT MANAGEMENT

CORE EXPERTISE

- GenAI Strategy & Enablement
- AI Governance & Risk Management
- Creative Technology Roadmaps
- 3D / Real-Time Visualization
- Workflow Transformation
- Digital Product Innovation
- Enterprise Creative Tech Stacks
- Cross Functional Leadership

TECHNOLOGY & TOOLS

GENERATIVE AI

- Google Ai Studio
- Google Flow
- Google Gemini
- OpenAi ChatGPT
- Codex
- Claude
- Adobe Firefly
- Midjourney
- Vizcom
- Raspberry Ai
- Higgsfield Ai
- Notebook LM

3D TECHNOLOGY

- Clo3D
- Modo
- Blender
- Maya
- Zbrush
- Unreal Engine
- TwinMotion
- Rhino
- Adobe Substance Suite

RECOGNITION & INDUSTRY PRESENCE

- AdobeMax Breakout Speaker
- Adobe Substance Days
- Alvanon 3D Tech Fest
- Unreal Fest
- PI Apparel/Epic Games
- Digital Fashion Week
- Clo/Coach Handbag Edit
Global [Contest](#)