

# KAMIL TYEBALLY

I've spent 13+ years in experiential. From the early days when projection mapping felt like magic at Fake Love, to 29Rooms at Refinery29, which reached a billion people and defined what immersive brand experiences could look like at scale. Six years ago, I founded Early Spring, a strategy and design studio built on a simple premise: that the best experiences start with research and audience insight. I've led teams end-to-end on projects from intimate activations to eight-figure builds for Lululemon, Estee Lauder, Chanel, and the Saudi Tourism Authority. I think in systems but always show up on builds in cargo pants and with a toolbox.

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## EXPERIENCE

### Early Spring 2019-Present

#### Founder & Creative Director

- Created a proprietary strategic framework triangulating audience insight, culture, and brand. Studio philosophy rooted in engineering serendipity: designing conditions where meaningful interactions happen naturally.
- Led diverse teams of up to 12. End-to-end ownership of strategy, design, and production. Budgets from \$30K to \$26M. Led strategy and design for UN World Tourism Day in Riyadh
- Clients: Lululemon, Estee Lauder, Chanel, SeedAI, Accenture, Vevo, Vice, Mammoth Brands, BarkBox, Bumble, Saudi Tourism Authority. Consumer, tech, government, non-profit.
- Retail, pop-ups, large-scale events, theatrical launches, public stunts, national holiday creation. North America and international.
- Featured in Dezeen, Surface, The New York Times, AdAge and others

### Refinery29 2016-2019

#### Senior Creative Strategist

- Creative strategy for 29Rooms, Refinery29's flagship experiential platform and single highest revenue generator, driving \$72M in single-year sales. 29 themed interactive rooms per edition, multiple US cities, nearly one billion impressions at peak. Led the shift from volume-driven activations to audience-insight-led experiential.
  - Managed cross-disciplinary teams of producers, designers, and creatives. Clients included Toyota, Netflix, P&G, Adidas, Aldo, Bai, and Bonobos across editorial, video, social, and experiential.
  - Experiential solutions across fashion, retail, beauty, finance, and automotive. Built strategic frameworks mapping emotional triggers and narrative arcs to commercial outcomes.
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## EDUCATION

School of Visual Arts | NY, NY  
BFA Photography  
2008-2012

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## ELSEWHERE

- Board Member, Experiential Collective
- Section4 Certified Brand Strategist
- Space Cadet Substack (2500 Subs)
- Tools: Figma | Claude | Flora