

SKILLS

Adobe Creative Suite
Photoshop
Premiere
InDesign
After Effects
Media Encoder
Lightroom
Illustrator
Maxon Suite
Blender
Tinkercad
Element 3D
Capture One
Figma

PROFICIENCIES

Graphic Design
Animation
Video Editing
Branding
Advertisements
Promotions
Concept Design
Photo Retouching
Marketing
Explainer Videos
NFTs / Web3
Prompt Engineer
UX/UI Design

HOBBIES

Gaming
Fitness
Painting
Drawing
Cooking
Sports
Movies
Mountain Biking
Artificial Intelligence
Vintage Cartoons

SUMMARY:

Exceptional at art direction, visual design, layout, image manipulation, motion design, video production and typography with strong attention to detail.
Proven track record of leading creative teams to deliver high-quality visual content.
Proficient in industry-standard software and other relevant tools including AI platforms.
Strong understanding of storytelling & design principles, with an eye for detail and structure.
Excellent communication, collaboration, and project management skills.
Effectively able to liaise with clients, stakeholders, and team members.
Adaptable and resourceful, capable of working in fast-paced environments and meet tight deadlines, while maintaining high standards of work across all media, web and social platforms.
Ability to conceptualize ideas, creative concepts, and develop compelling visual animations.
Self-motivated team player, with a passion for art direction, design, technology, marketing.

EXPERIENCE

Creative Director / CEO @ Retro Bit Studio LTD.

April 2021 - Present

- Lead creative freelancers in the development and execution of video trailers, motion typography, and animated graphic projects for a diverse range of clients.
- Collaborate closely with clients to understand their objectives, requirements, and brand guidelines, ensuring that visual content aligns with their vision and objectives.
- Oversee the entire production process from initial brainstorming and storyboarding to final delivery, ensuring projects are completed on time and within budget.
- Stay current with industry trends, emerging technologies and best practices, incorporating new techniques and tools to enhance creative capabilities and deliver innovative solutions.
- Develop and maintain strong client relationships, serving as a trusted advisor and strategic partner in achieving their marketing and communication.
- Uphold and maintain the brand voice across multiple audiences while constantly pitching content for future ventures.

Lead Animator & Designer @ Fanatics, Inc - Topps Digital

June 2019 - February 2023

- Created and animated NFTs and other interactive experiences while working directly with a diverse range of entertainment franchises including **Star Wars, Marvel, Disney, MLB, NFL, Soccer, The Walking Dead, Bazooka Joe, Godzilla, Mars Attacks, Garbage Pail Kids, Ring Pop, and Bundesliga.**
- Collaborated with creative directors, designers, and developers to concept, storyboard, and animate motion graphics content for digital collectibles, virtual reality experiences, and blockchain-based projects.
- Produced promotional videos, trailers, web and social media assets to showcase NFT collections and engage audiences across multiple platforms.
- Leveraged knowledge of blockchain technology and NFT marketplaces to optimize artwork for minting, distribution, and resale on platforms such as OpenSea, Curio and ToppsNFTs.
- Stayed abreast of trends and developments in the NFT and Web3 space, experimenting with new techniques and technologies to push the boundaries of digital art and animation.
- Managed multiple projects simultaneously, ensuring deadlines were met and deliverables exceeded client expectations.

Design Director @ WAC Lighting

November 2018 - December 2020

- Directed a diverse staff and freelance designers, animators, photographers and video editors in the development of the strategic creative vision of the CEO.
- Oversaw a full redesign of multiple catalogs, **WAC lighting, Modern Forms, dweLED, Wac Landscape**.
- Reviewed portfolios while creating the photography, video and social media departments.
- Re-imagined a new look for the company's websites, marketing materials, and display showrooms.
- Collaborated with copywriters, designers, print vendors and merchants to develop advertisements, web and social media content, TV commercials and print collateral.
- Coordinated with international photographers, and outside vendors on their various responsibilities ensuring quality control and strict deadlines were met.
- Reorganized the assets workflow procedures throughout the company's vast departments.
- Created and led the UX/UI development design for the **Modern Forms** ceiling fan app for IOS and Android.

Director of Animation / Head Retoucher @ National Football League

November 2016 - December 2018

- Coordinated with multiple teams of designers in the conceptualization, development, and execution of visual content for the National Football League, with a focus on the **Super Bowl, The Draft, Pro Bowl** and social media.
- Collaborated with internal directors to understand project requirements, objectives, and timelines, ensuring deliverables met the highest standards of quality and creativity.
- Created the final version of the 52/53 Super Bowl ticket, using a combination of compositing and retouching ensuring the final designs reflected the prestige and excitement of the event.
- Directed the creation of video experiences played on television broadcasts and showcased throughout the city during the Super Bowl festivities, including animations, cinemagraphs, and visual effects.
- Implemented best practices and quality control measures to ensure consistency and accuracy across all visual assets, maintaining the integrity of the NFL brand.
- Created and design the wall murals for the NFL Experience, a live action attraction in NYC.

Motion Artist / Lead Retoucher @ Freelancer

August 2014 - December 2016

- Acted as a creative subject matter expert, collaborating with clients to translate their vision into polished, professional imagery, while staying updated on the latest trends.
- Provided retouching, animation, design and video editing services to individual clients, delivering high-quality results tailored to their specific needs, leading to repeat business and referrals.
- Collaborate closely with clients to understand their requirements while exceeds their expectations.
- Established a reputation for reliability, professionalism, and attention to detail.
- Managed multiple projects simultaneously, always meeting deadlines in a fast-paced environment.
- Develop and implement project management workflows and standards to optimize efficiency and maintain consistency when working from a home office.
- Executed advanced retouching tasks utilizing savvy Photoshop techniques including skin smoothing, color correction, and compositing, all while preserving the integrity of the original content.
- Created complex explainer videos, trailers and animated web banners using After Effects, Premiere and my own Javascript plugins to maximize efficiency.

Clients: Google, Droga5, Mental Floss, Corporate Knights, Motorola, Air Wick, Clearasil, Under Armour, ESPN, Tech Times, Smooch, Victoria's Secret, Jockey, Bespoke, NY Times, Fortune Magazine, The Lab, Money Magazine, Blizzard Entertainment, Bratz, Chobani, Marie Claire UK, Uniqlo.

EXPERIENCE

Production Director / Designer / Senior Retoucher @ Hearst Magazines

January 2004 - August 2014

- Experience in magazine publishing, art direction, design, retouching and animation.
- Produced, directed and animated all motion graphics for award shows, marketing, and web materials for **Popular Mechanics** magazine.
- Proficient in Adobe Creative Suite, including Photoshop, InDesign, After Effects and Illustrator, as well as UX/UI design tools such as Sketch and Adobe XD.
- Work closely with the Creative Director to storyboard and design monthly magazine covers.
- Responsible for retouching imagery and covers and developed a unique look and style for the brand appearing in print, digital and web.
- Strong understanding of user experience (UX) and user interface (UI) design principles.
- Responsible for converting **Popular Mechanics** magazine into the tablet edition.
- Supervise photo-realistic visual effects creation, coordinate all assets and oversee the workflow.
- Developed and implemented UX/UI design concepts for 25 of Hearst Magazine's digital apps. working closely with developers to create intuitive navigation, interactive features, and engaging user experiences.

Awards and Mentions: General Excellence awards and 2012 nomination for Magazine of the Year from the American Society of Magazine Editors, Communication Arts, Graphis Magazine; MIN's Tablet Editorial & Design Awards; Silver and Gold medals from the Society of Publication Designers (SPD). Served on various art and production panels; Contributing editor across all platforms. Designed and developed multiple video games. Created and produced three weekly web series.

Production Director / Retoucher @ Sony Music Entertainment

November 1996- December 2003

- Music Entertainment experience with a comprehensive understanding of pre-press operations, digital downloads, and the intricacies of retouching, compositing and cover art.
- Worked with artists and their management teams, including luminaries like **Beyoncé, Michael Jackson, Jennifer Lopez, Cypress Hill, Aerosmith, Mariah Carey, and Ozzy Osbourne** on diverse projects.
- Developed a proprietary markup language and approval process, facilitating smooth communication between design teams and production departments.
- Handled external vendors, overseeing delivery of various assets, ranging from album cover art, marketing materials and advertisements.
- Safeguarded sensitive artwork across diverse advertising mediums, from print magazines to billboards.
- Developed the "*Madison Project*," an internal initiative aimed at promoting and selling digital albums and singles online, demonstrating my innovative thinking and proactive approach to driving business growth and success.

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY

1988 - 1993

Bachelor Degree - Illustration

Associates Degree - Textile Design

NEW YORK UNIVERSITY

2011 - 2012

Undergraduate - Visual Effects Artist