

ETHAN GABRIEL HUNT

DIGITAL
VIDEO
ANIMATION
PRINT



+EXPERIENCE

OMNICOM
MEDIA
GROUP:
HCG/CDMP/DDBH
SENIOR DIGITAL
ART DIRECTOR

NEW YORK, NY 2022 TO PRESENT

Managed Team Size: Seven

Translated complex medical and pharmaceutical information into visualizations that tell compelling stories about treatments, data, insights, and research for a variety of medical and patient audiences.

- + Serve in an integral, hands-on role in the development of campaigns and pitches from the initial brainstorming process to final decision making and production phases
- + Design, storyboard and produce client educational and market videos, lending a visual-voice to major pharmaceutical brands
- + Specialize in the creation and establishment of corporate brand identities as it related to all facets of media
- + Confer directly with clients to determine scope, objectives, budget, and imperative Information such as their preferred presentation, compare ROI on prior approaches, examining current styles and media
- + Actively deploy OLV/OTT/CTV advertising for broad brand and network awareness campaigns
- + Participate in regular client status calls to ensure long-term projects remain on schedule at or below budget

HAVAS
MEDIA
SENIOR DIGITAL
ART DIRECTOR

NEW YORK, NY 2019-2022

Managed Team Size: Nine

Lead the design, conceptualization, and development of creative, adhering to a consistent branding strategy that aligned with our strategic goals. Developed and translated designs and visual branding to create a variety of cross-platform assets for campaigns in digital, motion graphics web and print.

- + Produced visually compelling designs across digital, web, video, animation and print
- + Lead and mentored junior and freelance staff members in such needs as teaching Sketch classes, Adobe XD, SVG coding and other emerging technologies such as Figma and Spark AR Studio
- + Collaborated in the conceptualization and creation of brand communication elements for OOH, OTV, PoP, digital venue takeovers, device takeovers, billboards, print ads and various direct interactive materials
- + Embraced creative direction and concepting, frequently assisted with UX/UI & creative tasks specifically for responsive sites for clients including Prolia, Cabenuva, Vascepa, and Reuters
- + Collaborated with developers and project management teams to support the design of websites including selecting platforms and visuals that aligned with brand standards

MAJOR
LEAGUE
SOCCER

NEW YORK, NY 2017-2019

Managed Team Size: Three

As creative lead on tentpole events, I developed visual concepts around brand touchpoints by developing multi-platform assets for paid media and league-wide. I worked with the vice-presidents of marketing, partnerships, sales and video teams to create our brand voice, seasonal campaign language.

DIGITAL ART
DIRECTOR

- + Designed, directed and approved multiple facets of projects including print, OOH, digital creative, motion graphics and environmental design for stadiums nationwide as well as seasonal marks for Adidas brand partner apparel
- + Actively drove kinetic typography, transit creative and vehicle wraps and all related production for league-wide and international digital assets (television/web/mobile deployment)
- + Developed creative strategy for social platforms and animated digital assets using After Effects and Adobe Animate (HTML5 Banners placed through Google DFP) digital takeovers, lower-thirds et al
- + Art directed external motion graphic vendors to develop maintain in-arena cohesion
- + Collaborated with Adidas to update various apparel and kits, directed photo shoots and approved submitted concepts

NEW YORK
RED BULLS
ART DIRECTOR

NEW YORK, NY 2016-2017

Managed Team Size: Four

Four Worked closely with U.S. and Austrian Marketing teams to develop the tone of our brand, seasonal campaign language, and graphics package of motion, digital and print.

- + Collaborated with Red Bull North America, Mitchell and Ness, Fanatics, Adidas and our NYRB merchandise department to design apparel, direct photo shoots and approve submitted concepts
- + Co-developed the 2016 Award Winning Campaign, "Red Together"
- + Color-corrected and retouched images in the latest design and photography trends to coincide with brand strategy.
- + Drove all image review, retouching, and photo approval including final selection and distribution to the league while fostering a network of photographers, designers, and illustrators.

MADISON
SQUARE
GARDEN
for

NEW YORK, NY 2013-2016

Managed Team Size: Six

Worked in the public affairs and creative departments, directing multiple projects with tight deadlines. Navigated seamlessly between print, motion and digital projects. We worked to evolve our seasonal campaigns via visual presence and messaging with Troika, Favorite Color and in-house animators to elevate our in-game experience.

NEW YORK
RANGERS
ART DIRECTOR

- + Executed press and media guide design and collaborated on key art, outdoor signage, MSG-branded transit creative, video graphics, and event creative.
- + Collaborated and with fellow MSG designers, sports executives and public affairs to ensure team consistency across all platforms as well as working with numerous external vendors to ensure perfection.
- + Secondary tasks included designing event logos, co-branding the WNBA New York Liberty team, Knicks Tip-Off event at The Beacon Theater, Chelsea Piers family event, Kids basketball clinics and Knicks Legends signature events.

+PRIOR HISTORY

+ Additional relevant prior experience history can be found online at [linkedin.com/in/ethangabrielhunt](https://www.linkedin.com/in/ethangabrielhunt).

+EDUCATION

UNIVERSITY
OF CALIFORNIA
LOS ANGELES, CA

COMMUNICATIONS & DIGITAL DESIGN

- + Digital, Web and Interaction Design
- + Environmental Design
- + Digital advertising Design
- + Package Design
- + Marketing & Consumer Psychology
- + Social Media tactics

DREXEL
UNIVERSITY
PHILADELPHIA, PA

GRAPHIC DESIGN

- + Design Fundamentals and Theory
- + Publication Design
- + Print Design Processes for Prepress
- + Art History
- + Typography/Lettersetting Application

+MILITARY

UNITED STATES
COAST GUARD

+ Public Affairs Officer, 2001-2004. Operation Enduring Freedom Medal awarded. Honorable discharge.

+ Solely responsible for the gocoastguard.com redesign and coding; acquisition of a special Federal 508 compliance for accessibility.