

ETHANGABRIELHUNT

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EDUCATION

UNIVERSITY OF CALIFORNIA

LOS ANGELES, CA
COMMUNICATIONS
& DIGITAL DESIGN

- + Digital, Web and Interaction Design
- + Environmental Design
- + Broadcast Advertising Practices
- + GPA: 3.94

- + Package Design
- + Marketing & Consumer Psychology
- + Communication for Film and Radio

DREXEL UNIVERSITY

PHILADELPHIA, PA
GRAPHIC DESIGN

- + Design Fundamentals and Theory
- + Publication Design
- + Print Design Processes for Prepress
- + Consumer Psychology

- + Art History
- + Typography/Letter-setting Application
- + GPA: 3.9

EXPERIENCE

2022-PRESENT

OMNICOM MEDIA GROUP: (HCG/CDMP/DDBH)

GROUP ART SUPERVISOR
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 HCP audiences.

- +Served 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
- +Designed, storyboard and produce client educational and market videos, lending a visual-voice to major pharmaceutical brands
- +Specialized in the creation and establishment of corporate brand identities as it related to all facets of media
- +Conferred 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 deployed OLV/OTT/CTV advertising for broad brand and network awareness campaigns
- +Participated in multi-weekly client status calls to ensure long-term projects remain on-schedule at or below budget

2019-2022

HAVAS MEDIA

SENIOR ACD: DIGITAL/VIDEO
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.

- +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 across digital, web, video, animation and print
- +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

2017-2019

MAJOR LEAGUE SOCCER

ACD: DIGITAL, ANIMATION/VIDEO
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 visual language.

- +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 stratagem for social platforms and animated digital assets using After Effects and Adobe Animate (HTML5 Banners/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

2016-2017

NEW YORK RED BULLS

SENIOR ART DIRECTOR, PRINT/DIGITAL
NEW YORK, NY 2016-2017

Managed Team Size: 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

2013-2016

MADISON SQUARE GARDEN

SENIOR ART DIRECTOR, PRINT/DIGITAL
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.

- +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

2016 TO...

PRIOR EXPERIENCES

LOS ANGELES, D.C...

Verizon

Land Rover/Jaguar

DirectTV...

- + Additional prior history can be found online at linkedin.com/in/ethangabrielhunt.

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.

CIVICS/VOLUNTEERISM

- +NYC Pride 2024: Creative Director
- +NYPD Auxiliary: Volunteer Police Officer/Community Liaison

APP SPECIALTIES

Xd **Ai** **Pr** **Ae** **Ps** **Id**



AICA / **NY** Contributing Member
Number: 146672