



WELCOME TO MY RESUME WHERE **YOU** CAN CHOOSE YOUR OWN ADVENTURE

You can opt to view my promo reel by clicking **HERE** or scrolling to the next page,

—OR—

You can just skip to the cover letter and résumé by clicking **HERE**.

(Interactive features viewable on **desktop**. **Strobe and flash warning**.)

ONE
FOUR
SEVEN
WORD





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DUMBO, BROOKLYN, NEW YORK

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COVER LETTER:

I am Ethan Gabriel Hunt, an assistant creative director in New York City with a long and successful track record of developing brands across multiple platforms.

I am a critical-thinking, boundary-pushing, conceptual specialist motivated by solving complicated projects and delivering smart, innovative, thoughtful solutions. I have zero regard for the words “we can’t” but prefer to replace it with “how can we.” My strategic and interpersonal abilities help develop robust campaign strategies, goals and timelines to develop and deploy captivating digital, video and print campaigns as accomplished within agencies and organizations such as DDBH, Havas Media, Major League Soccer and Madison Square Garden. I utilize motivate teams with intention and have garnered relevant in-agency experience with national brands including Pfizer, Merck, Jaguar/Land Rover, DirecTV, Wells Fargo, MasterCard and Verizon.

I never lead from behind, but beside. I thrive in fast-paced and dynamic environment and I deliver. I have a proven track record of implementing a cohesive, clean, aesthetic. I am always looking for an opportunity push the creative brief while never losing sight of the brand and product identity. My ability to actively guide the ideation process leverages research, analytics and brand insights to the client’s favor. I am meticulous yet kind and bear results that are innovative by collaborating with account to copywriting teams to artfully craft creative solutions to address project objectives.

Most-recently in my time with DDBH, I have been in breathing both creative and technical life into high-level 360 DTC and HCP pharmaceutical campaigns down to the granular facets of a brand, managing to inspire symbiosis between web, digital, video and print assets as one cohesive branded campaign.

With that, I would love to set a time to discuss what wonderful things we could accomplish together. Please feel free to contact me at your leisure to discuss this opportunity. I look forward to hearing from you.

Respectfully,

Ethan Gabriel Hunt



DUMBO, BROOKLYN, NEW YORK

EDUCATION

BACH: SCIENCE + CERT. PROG.

UNIVERSITY OF CALIFORNIA

LOS ANGELES, CA

COMMUNICATIONS + DIGITAL DESIGN ARTS

- + Digital, Web and Interaction Design
- + Environmental Design
- + Broadcast Advertising Practices
- + Package Design
- + Marketing Psychology
- + Media for Film and Radio
- + GPA: 3.95

DREXEL UNIVERSITY

PHILADELPHIA, PA

GRAPHIC DESIGN

- + Design Fundamentals and Theory
- + Publication Design
- + Print Design Processes for Prepress
- + Consumer Psychology
- + Art History
- + Typography/Letter-setting
- + GPA: 3.9

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EXPERIENCE

2022-PRESENT

OMNICOM MEDIA GROUP: (HCG/CDMP/DDBH) GROUP ART SUPERVISOR

Managed Team Size: Seven

Translated complex pharmaceutical information into visualizations that told compelling stories about treatments, 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 production phases
- +Designed, storyboarded and produced client educational videos, lending a visual-voice to brands
- +Conferred directly with clients to determine scope, objectives, budget, and imperatives such as presentation format, ROI on prior approaches, examining current trends and media
- +Specialized in the creation and establishment of corporate brand identities as it related to all facets of media
- +Actively deployed OLV/OTV/CTV for broad brand and network awareness campaigns
- +Participated in weekly client status calls to ensure long-term projects remain on-schedule at or below budget

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2019-2022

HAVAS MEDIA

SENIOR ACD:

DIGITAL/VIDEO

Managed Team Size: Nine

Lead the design, conceptualization, and development of creative, adhering to a cohesive brief that aligned with our strategic goals. Developed and translated visual branding to create a variety of cross-media.

- +Collaborated in the conceptualization and creation of brand communication for PoP, billboards, digital/print ads and various interactive materials
- +Frequently assisted with UX/UI and creative tasks specifically for responsive sites for clients including Prolia, Cabenuva, and Vascepa
- +Collaborated with developers and project management teams to support the function of websites including selecting platforms and visuals that aligned with brand standards
- +Lead and mentored junior and freelance staff members in such needs as teaching Sketch classes, Adobe XD, SVG coding and other technologies such as Figma and Spark AR Studio across digital, web, video, animation and print

2017-2019

MAJOR LEAGUE SOCCER ASSISTANT CREATIVE DIRECTOR:

DIGITAL/ANIMATION/VIDEO

Managed Team Size: Three

As creative lead on events, I developed visual concepts around brand touchpoints by developing multi-platform assets. I worked with the league commissioner, VPs 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 league wide as well as kits/marks for Adidas team apparel
- +Actively drove kinetic typography, transit creative, stadium wraps and related digital production for league-wide and international digital assets (television/web/mobile deployment)
- +Developed creative stratagem for social platforms and animated digital assets using Adobe After Effects/Premiere/Animate (HTML5 Banners/Google DFP) digital takeovers, lower-thirds et al
- +Co-directed player photo shoots and approved submitted sets



DUMBO, BROOKLYN, NEW YORK

EXPERIENCE (continued)

2016-2017

NEW YORK RED BULLS

SENIOR ART DIRECTOR:
PRINT/DIGITAL

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

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2013-2016

MADISON SQUARE GARDEN

SENIOR ART DIRECTOR:
PRINT/DIGITAL

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

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2016-PRIOR...

PRIOR EXPERIENCES

PHILA/ > D.C. > OC/L.A.:
FREELANCE et al

CAMPBELL MITHUN: Verizon

RAUXA: DirecTV, Verizon

WUNDERMAN: Land Rover/Jaguar

PACIFICARE

BLUE CROSS/BLUE SHIELD

ELKMAN/ALEXANDER

PHILADELPHIA WEEKLY

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.

2012-PRESENT

CIVICS AND VOLUNTEERISM

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

APP SPECIALTIES

