

Ehsan Abbasi

Creative Art Director

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Summary

I am Ehsan, a highly skilled creative professional with over 12 years of industry experience, known for bringing ideas to life through impactful 360 marketing campaigns. Collaborating with renowned brands and talented individuals, I possess a comprehensive skill set that embraces cutting-edge tools and technologies across platforms, from concept and design to shooting, editing, compositing, and publishing. As a **creative art director**, **cinematographer**, and **3D designer**, I take pride in striking a balance between creative vision and practical considerations. Managing and inspiring cross-functional teams, I consistently deliver top-quality work within deadlines and budget constraints that resonates with audiences. My background in advertising design, communication arts, and media production offers a unique storytelling perspective, enabling me to craft compelling narratives that evoke emotion and create lasting impressions. My commitment to pushing the boundaries of creativity and innovation drives me to create standout work that connects and inspires audiences in meaningful ways.

- Over **12 years** of experience in communication arts, advertising agencies, and media production
- Over **50 clients** including **Coca-Cola, Nike, Microsoft, Chick-fil-A, Reebok, New York Times, and Red Bull**
- Over **40 awards** and distinctions including PRSA, Addy, Cannes, Communicator, Visionaria, and Shorty Industry
- Over **30 published materials** featured in **The Huffington Post, Rolling Stone, Adweek, Advocate** and **Vogue**
- United States Citizenship through the EB1, **Individual with Extraordinary Ability** in the industry.

Experience

Creative Director Art Order

Los Angeles, CA

Mar 2017 – Present

- Spearheaded diverse advertising and creative campaigns, overseeing full-service media, content, and video production for print, digital, social, web, TV, and mixed reality.
- Managed end-to-end creative communication, design, and execution, including pitch presentations, bidding, research, budgeting, concept development, prototyping, project management, team leadership, writing treatment and creative briefs, art direction, brand identity, graphic design, logo and typography, pre-production and planning, cinematography, photography, and full post-production services like photo and video editing, color correction, visual effects, motion design, 3D modeling, lighting, animation, and final output package delivery.
- Utilized various software based on project needs, including 3Ds Max, Maya, V-ray, Ty Flow, Davinci Resolve, Red CineX Pro, Hasselblad Phocus, Digital Cinema Cameras, and the Adobe Creative Suite (Photoshop, Premiere Pro, After Effects, Illustrator, InDesign, Lightroom, XD, Audition), Unreal Engine, Metahuman, Twin motion, Bridge, and Microsoft Office (Word, Excel, PowerPoint).
- Worked directly with clients such as **Reebok, Shell, Kel Tec, Saia, Red Bull, Mizuno, Lululemon, Tarkett, Newell, and New York Times.**

3D Motion Designer LiveVox

San Francisco, CA

Nov 2020 - Present

- Developed innovative, award-winning 360 campaigns for cloud computing platforms, software apps, and web tools. Led media, content, animation, and video production for experiential events, traditional print, digital, social, web, and AI platforms.
- Executed creative communication, postproduction, 3D character, and motion design, including pitch presentations, bidding, storyboard art, project and timeline planning, research, budgeting, concept development, project management, user interface design, print and typography work, character design, creative art direction, graphic design, licensing, and full postproduction services like video editing, animation, color correction, visual effects design, motion design, 3D modeling, CG lighting, and final output package delivery.
- Proficient in Adobe Creative Suite (Photoshop, Premiere Pro, After Effects, Illustrator, InDesign, Acrobat), 3Ds Max, V-ray, Ty Flow, Davinci Resolve, Microsoft Word, and Excel.
- Collaborated with creative and account teams, as well as high-level stakeholders, to execute brand videos and product demos for major tech, cloud computing, and AI products, such as **Cloud IVR, Automation and Practical AI, Speech IQ Analytics, and Inbound Contact Center.**

ACD Creative Lead Indigo Slate

Seattle, WA

Sep 2021 - Jan 2022

- Produced a compelling video series showcasing the power of Microsoft Azure Space Analytics, highlighting the partnership with Airbus Satellite and its customer opportunities. Managed satellite data analysis visualization, communication, and presentation design for web and experiential events.
- Demonstrated creative leadership, critical thinking, and strategic problem-solving skills. Effectively communicated concepts and secured buy-in for creative solutions. Led teams and managed time efficiently, excelling in communication and graphic design. Expert in complex satellite data visualization, 3D particle simulation, story structure, pitching, and leading design and postproduction teams. Collaborated seamlessly with internal account and client teams at Microsoft and Azure Space to ensure successful project execution. Conducted research, developed concepts, sourced, and licensed stock footage, and translated satellite data into user-friendly visual communication through motion design and simulation. Provided full postproduction services, including photo and video editing, color correction, visual effects design, motion design, 3D modeling, animation, transcripts, subtitles, and captioning, culminating in the delivery of the final output package.

- Proficient in various software essential for each project stage, including 3Ds Max, V-ray, Ty Flow, Adobe Creative Suite (Photoshop, Premiere Pro, After Effects, Illustrator, InDesign, Audition), and Microsoft Office (Word, Excel, PowerPoint, Teams).
- Successfully collaborated with and presented directly to high-level stakeholders and clients at **Microsoft, Azure Space, and Airbus.**

Art Director Brunner

Atlanta, GA

May 2014 - Mar 2017

- Contributed to award-winning Super Bowl advertising and 360 experiential campaigns, spanning traditional print and billboard to digital media, apps, and VR experiences.
- Acted as a pivotal, hands-on Art Director, successfully pitching for new business while delivering stellar work for existing fast-paced agency clients. Collaborated directly with the internal creative and account teams, as well as clients. Established an in-house content and media production department, expanding the agency's capabilities and attracting an entirely new clientele. Managed teams and projects while excelling in art direction, creative leadership, prototyping, UI design, book layout and print design, photography, cinematography, social media content creation, research and development, VR experience design, 3D modeling, architectural visualization, editing, effects, poster design, branding, and typography.
- Proficient in a wide range of software, including Adobe Creative Suite (Photoshop, Premiere Pro, After Effects, Illustrator, InDesign, Lightroom, XD, Audition), Unreal Engine, Unity, 3Ds Max, Maya, V-ray, Mental Ray, Davinci Resolve, and various digital cameras, as well as Microsoft Office (Word, Excel, PowerPoint).
- Successfully contributed to numerous demanding projects for renowned clients and Super Bowl 360 campaigns, including **84 Lumber, YellaWood, The Home Depot, Chick-fil-a, Tandus Centiva, Field & Stream, Coca-Cola, and Mitsubishi Electric.**

Art Director Moxie

Atlanta, GA

Jun 2012 - May 2014

- Collaborated on award-winning marketing, social, and experiential campaigns, with a great focus on digital, social, and web design.
- Successfully acquired multiple new businesses while contributing to the agency's success with existing clients in a highly demanding environment. Established and actively managed an in-house production team for social media content, photo, and video production. Played a key role in art direction, digital prototyping, photography, user interface, web design, typography, graphic design, magazine layout, poster, and package design, as well as brand identity.
- Proficient in various graphic and web design software, including Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator, InDesign, Flash, Dreamweaver), 3Ds Max, Mental Ray, Davinci Resolve, DSLR Cameras, and Microsoft Office (Word, Excel, PowerPoint).
- Demonstrated hands-on end-to-end design expertise, actively participating in publishing, and presenting to esteemed clients like **Nike, Verizon, UPS, Cisco, Wells Fargo, Herradura, Chick-fil-a, Calphalon, Newell Rubbermaid, Coca-Cola, and Georgia Natural Gas.**

Education

Master of Arts in Advertising Communication Arts

Savannah College of Art and Design

Atlanta, GA

2011 - 2012

GPA 4.00

Bachelor of Arts in Advertising Creative Multimedia

Multimedia University

Cyberjaya, Selangor, Malaysia

2005 - 2010

GPA 3.93

Proficiency

Creative Strategy, Integrated Marketing, Advertising, Creative Direction, Art Direction, Graphic Design, Content Creation, Communication, Leadership, Critical Thinking, Presentation, Typography, Corporate Identity, Logo Design, Concept Development, Interactive Advertising, Audio-Visual Media, Time Management, Pressure Management, Problem Solving, Adaptability, Digital Marketing, Creative Leadership, Production Planning, Project Management, Cinematography, Videography, Digital Cinema Cameras, Results-driven, Filming, Professional Camera Operation, Lighting Setup, Video Producer, Pre-production and Planning, Post Production Artist, Photography, Color Grading, Compositing, Postproduction, Editing, Retouching, Motion Design, 3D Generalist, Concept Design, 3D Modeling, Rendering, UI, Mixed Reality, VR, Interactive Experiences, Digital, Social, Web, and Mobile App design

Software Skills

Adobe Creative Suite, Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Autodesk 3Ds Max, Chaos Group V-ray, Microsoft Office, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Blackmagic Design Davinci Resolve, Red CineX Pro, Hasselblad Phocus, Unreal Engine, Bridge