

# 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**, **video producer**, and **3D motion 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 (Self-employed)

Los Angeles, CA

Mar 2017 – Present

- Led diverse advertising and creative campaigns across multiple platforms.
- Managed all aspects of creative communication, pitch, design, and execution.
- Proficient in project management, team leadership, and various production services.
- Collaborated with clients including **Reebok, Shell, Kel Tec, Saia, Red Bull, Mizuno, Lululemon, Tarkett, Newell, and New York Times.**

### 3D Motion Designer

#### LiveVox by NICE (Freelance)

San Francisco, CA

Nov 2020 - Present

- Developed innovative campaigns for cloud computing and software platforms.
- Created media, content, 3D animation, and videos across various channels.
- Executed creative communication, postproduction, and motion design, including project management and full postproduction services.
- Collaborated with 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.**

### Associate Creative Director

#### Indigo Slate

Seattle, WA

Sep 2021 - Jan 2022

- Produced a compelling video series, leading creative and production teams, showcasing Microsoft Azure Space Analytics in collaboration with Airbus Satellite.
- Demonstrated creative leadership, critical thinking, and strategic problem-solving skills.
- Managed time efficiently, excelled in communication and graphic design, and provided full postproduction services, including complex data visualization and motion design.
- Collaborated with **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.
- Acted as a pivotal Art Director, pitching for new business, and delivering stellar work for clients.
- Established an in-house content and media production department, expanding capabilities and attracting new clientele. Managed projects while excelling in various creative roles.
- Successfully contributed to numerous demanding projects including Super Bowl 360 campaigns for renowned clients including **84 Lumber, YellaWood, The Home Depot, Chick-fil-a, Tandus Centiva, Field & Stream, Coca-Cola, and Mitsubishi Electric.**

## Art Director

### Moxie (Publicis)

Atlanta, GA

Jun 2012 - May 2014

- Collaborated on award-winning marketing, social, and experiential campaigns with a focus on digital and web design.
- Acquired multiple new businesses and managed an in-house production team for social media content, photo, and video production.
- Played a key role in creative design and direction, including digital prototyping, photography, web, graphic, and brand identity design.
- Worked with clients such as **Nike, Verizon, UPS, Cisco Systems, Wells Fargo, Herradura, Chick-fil-a, Calphalon, Newell Rubbermaid, Coca-Cola, and Georgia Natural Gas.**

## Education

### Master of Arts

#### Advertising Design, Communication Arts

#### Savannah College of Art and Design

Atlanta, Georgia, United States

2011 - 2012

GPA 4.00

### Bachelor of Arts

#### Creative Multimedia, Media Innovation

#### 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, AI, 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, Ty Flow, Figma, Stable Diffusion AI, Microsoft Office, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Blackmagic Design Davinci Resolve, Red CineX Pro, Hasselblad Phocus, Unreal Engine, Bridge