

Ehsan Abbasi

Creative Art Director

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Summary

I am Ehsan, an Art Director with 12+ years of experience in 360 advertising campaigns. Known for my expertise in creative direction, video production, and 3D motion design, I excel in collaborating with brands to produce compelling content across various platforms. With a background in advertising design and media production, I bring a unique storytelling perspective to my work, consistently delivering high-quality results within deadlines and budgets. Committed to driving innovation, I strive to create experiences that resonate with audiences.

- 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

Design Director

NBCUniversal (Contract)

Los Angeles, CA

Jul 2024 – Present

- Overseeing visual storytelling and design for the Sports Brand team at Peacock.
- Designing 360, sports-centric campaigns for brands and events including **EA Sports FC, Premier League 2025, Paris Olympics 2024**, and the **Milan Winter Olympics 2026** to drive acquisition, subscription, engagement, and retention.
- Collaborating with internal and external partners to create impactful, brand-defining creative work.

Creative Art Director

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.
- 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 (Contract)

San Francisco, CA

Nov 2020 – Oct 2023

- Created media, content, 3D animation, and videos across various channels.
- Executed creative and motion design, including project management and full postproduction services.
- Collaborated with high-level stakeholders to execute innovative campaigns and high-tech 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 (Contract)

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.
- Managed time efficiently, excelled in communication and graphic design, and provided full creative and postproduction services, including complex data visualization and motion design, concept to publish.
- 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 from concept to completion while excelling in various creative and design 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, UI, print, 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 Production, Pre-production and Planning, Post Production, Photography, Color Grading, Compositing, Editing, Motion Design, 3D Modeling and Rendering, UI/UX Design, 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, Bridge