

# Sean Gresens

CREATIVE LEAD

Chicagoland Area, IL

A passionate and innovative creative lead currently in the Chicagoland area with over 19 years of design experience, with 10 years of that being design team management and direction experience as well. More specifically, an Emmy-nominated, Webby and Promax award winning design leader who has spent my career creating and managing fresh and thought content in the digital marketing landscape. An empathetic and compassionate manager who believes some of my best successes are watching developing designers grow, learn, and accomplish incredible feats in content creation. Exceptional interpersonal, analytical, brainstorming, problem-solving, communication, and critical-thinking skills. Proven success in streamlining design processes, workflows, approval to delivery processes, as well as in shepherding high value and high return executions. Currently looking to bring my skills and experience to a team to help in their successes.

## Experience

Design Director & Audio/Video Producer

### Freelance / Self-Employed

Freelancing in the entertainment/music, hospitality, event, food/beverage, education, and health spaces; working on design direction, branding, marketing assets, original content creation, and business strategy.

Chicagoland Area, IL  
Dec 2021

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Senior Art Director

New York, NY  
Feb 2016 - Dec 2021

## NBC Universal (Late Night - Digital)

Responsibilities include web marketing design/direction; redesigning (design and direction) digital style guides; social media brainstorming/design/direction; online content design/direction; user interface/experience design/direction; and digital branding and promotional design/direction for Saturday Night Live, The Tonight Show starring Jimmy Fallon, and Late Night with Seth Meyers.

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Art Director

New York, NY  
Jan 2013 - Jan 2016

## truTV (Turner Broadcasting)

Responsibilities include web marketing design/direction; redesigning (design and direction) the new truTV site; social media brainstorming/design/direction; online content design/direction; user interface/experience design/direction; branding and promotional design/direction; and helping facilitate team's workload.

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Senior Designer

New York, NY  
Aug 2006 - Dec 2012

## MTV Networks

Responsibilities include web marketing design; online content design; user interface/experience design; branding and promotional design for MTV shows, events, and franchises; leading team design meetings; art directing team's branding projects; and helping facilitate team's workload.

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Cameraman / Editor / Podcast Cohost / Writer

New York, NY  
Dec 2007 - Jan 2015

## Metal Injection

Responsibilities include cohosting a weekly live podcast, filming live concerts and band interviews, blog writing, interviewing bands, graphic design, and editing video footage.

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Designer

Los Angeles, CA  
Mar 2005 - Dec 2005

## Warner Bros Online

Responsibilities included interactive and web marketing design; wireless content design; banner, advertising, viral marketing, tout, and promotional design for WB shows, movies, and brands.

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Designer

New York, NY  
Mar 2004 - Dec 2004

## Warner Bros Studios

Responsibilities included interactive and web marketing design; Apple Quicktime page and film place-holder design; publicities assistance; html work and advertisement design.

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Production Assistant / Designer

Cincinnati, OH  
Mar 2003 - Dec 2003

## Austin Bewsey Studios

Responsibilities included photographer assistance; set assembly, prepping, and disassembly; digital photography; digital photo manipulation; general gaffer tasks; set maintenance and lighting assistance.

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### Education

BS in Digital Design

Cincinnati, OH  
Aug 2001 - May 2006

## University of Cincinnati / DAAP

### Skills

Proficient in Adobe After Effects, Final Cut Pro, Adobe Photoshop, Flash, Dreamweaver, and Illustrator, Maxon Cinema 4D, Microsoft Office, and various audio programs. As well as a strong grasp on typography, layout, color, information architecture, and aesthetic.

