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Anthony Emezu has over a decade of experience in web & print design, digital media, motion graphics and animation. His background includes content development, user experience design, brand management, digital publishing, and extensive experience managing multidisciplinary creative teams.

Awards

Emmy Award / Nickelodeon App / 2013

The Nickelodeon App won an Emmy for "Outstanding Creative Achievement In Interactive Media – User Experience and Visual Design".

American Graphic Design Award / Davis & Warshow / 2013

My work was selected for the 2013 American Graphic Design Awards for an advertising campaign.

Experience

Senior Art Director / Showtime Networks / CBS Corporation - 2015 - Present

- I work within the digital creative team to develop Showtime's marketing and promotional initiatives to ensure network and department strategies and objectives are achieved.
- I manage and execution the design and production of visual elements for various platforms including SHO.com, social media outlets, mobile, tablet, interactive television and digital advertising.
- Work directly with the Vice President / Creative Director in formulating and executing design strategy to support key accounts, social marketing, subscription marketing, sports and streaming services teams.

Senior Creative Manager / Nickelodeon Digital / Nickelodeon Networks - 2012 - 2015

- Supported senior leadership by designing and coordinating creative between digital and games teams.
- Lead creative for games related design on desktop and mobile platforms.
- Worked directly with and provided senior design support for art and creative directors on Nick, NickJr and TeenNick teams.
- Oversaw the creation of engaging online content through the ideation, wire-framing, design and launch of Nick games products.

Senior Creative Manager / MTV Digital Fusion / MTV Networks - 2010 - 2012

- Worked directly with VP of Creative to create ad campaigns and pitches for MTV advertising partners.

- Oversaw the creation and delivery of all interactive design and motion graphics assets for marketing teams.
- Effectively executed VP's strategy for new media properties, online content, ad products and social media initiatives, resulting in the repeated success of various campaigns.

Freelance Creative Director / Mobile Design / Appetizer Mobile - 2010 - 2015

- Directed design for priority clients including Interscope records, Sony music, CityJet, ZocDoc and Epic records.
- Used in-depth experience with UI & UX to develop and execute effective mobile design strategy for each client.
- Maintained creative quality control during development of mobile apps.
- Managed junior designers across multiple projects.

Senior Designer / Animator / Interactive Design & Animation / LBI Media - 2007 - 2009

- Worked as lead animator and designer, primarily to Disney and Universal Music Group teams.
- Generated full rich media campaigns as well as interactive advertising and highly engaging video ad experiences.

Senior Designer / Design & Animation / Shave Inc. - 2003 - 2005

- Designed & developed interactive campaigns spanning 12 countries as well as developing creative strategies that increased the companies revenue.
- Worked directly with CEO to create all email and marketing campaigns.
- Designed packaging and labeling for shaving products.

Education

Graphic Design Major / New York Institute of Technology / New York, NY

High School Diploma / William E. Grady High School / Brooklyn, NY

Skills & Disciplines

Expert knowledge of "Sketch"

10+ years of experience in both agency and corporate environments

Art direction

Advanced illustration & drawing skills

Creative team management

Product development

Expert UX/UI knowledge

Print & packaging

Digital animation

Professional knowledge of HTML & CSS