

# ELLIOT GERARD

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Multi-faceted and passionate Creative Director. Expertise in illustration, animation, art direction, infographics and creative development. Proven success creating / overseeing the most innovative conceptual and visually stimulating design solutions, promoting brands via traditional and digital channels.

Creative Direction ~ Visual Storytelling ~ Team Leadership ~ Project Management ~ Strategic Planning  
Illustration ~ Animation ~ Infographics ~ Concept Development ~ Brand Awareness ~ Success Through Design

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## CREATIVE DIRECTOR, SPORTSROCKET

*New York, NY 2016 - Present*

Direct multidisciplinary teams for all creative, including marketing, business development and sales for a digital sports streaming leader.

**NETWORK A** ~ Lead brand and website redesign, develop original programming graphics, merchandise, and athlete/influencer social campaigns for one of the largest online action sports networks.

**FORMULA DRIFT** ~ Create live event and promo video graphics, lower thirds, etc. Develop driver and influencer social campaigns.

**ARENA FOOTBALL LEAGUE** ~ Work directly with Twitter and Facebook to create streaming assets for all live events and promos.

**NATIONAL LACROSSE LEAGUE** ~ Developed NLL.TV website, worked with league office to create game and show graphics/logos.

**DEER & DEERHUNTING** ~ Build brand identity and site for "Deerhunter TV" a millennial deerhunting site, develop original social content that created millions of views and fan engagement for DDH.

## ART DIRECTOR, LONG ISLAND UNIVERSITY

*Brookville, NY 2015 - 2016*

- Led all design for one of nation's largest private Universities. Collaborate with Social Media, Partnership and PR departments using creative problem-solving skills to craft innovative marketing campaigns. Resulting in a +20% increase in applications.
- Worked closely with the President to define a new visual identity for school; using illustrative graphics to develop a unique visual story for potential students and donors across all marketing mediums.
- Rebranded entire athletic department graphics, including the outdoor arenas signage, stadium wraps, infographics, merchandise and direct marketing collateral for Division I & II athletic recruits.

## ART DIRECTOR, TURTLE BEACH, INC.

*Valhalla, NY 2012 - 2015*

- Directed all aspects of marketing including print products, publication, advertising campaigns, packaging, in-store posters, events and social media, for leader of the video game audio category.
- Collaborated directly with major brands like Disney, Marvel, Star Wars, Major League Gaming, Call of Duty and 2K Games to create successful products, packaging and promotions.
- Responsible for creative on company website with +30 million impressions. Web and native app design helped grow multi-million-dollar business more than 80% over 3 years.

## ADDITIONAL DESIGN EXPERIENCE

SENIOR DESIGNER, ENVESTNET *New York, NY 2011 - 2012*

SENIOR DESIGNER, ARGINGTON *Brooklyn, NY 2010 - 2011*

SENIOR DESIGNER, SPAFINDER *New York, NY 2008 - 2010*

## CREATIVE DIRECTOR, ELLIOT GERARD LLC.

*New York, NY 2004 - Present*

### RECENT CLIENTS INCLUDE:

**MKTG** ~ Develop AT&T sponsored US Soccer campaign; including limited edition soccer scarf, social animations, illustrations/designs.

**CLEVELAND CAVALIERS** ~ Created LeBron James's annual "Zero Dark Thirty" 2017 social post (His last before the NBA Playoffs). Led creative on dynamic "Defend the Land" campaign including a mural displayed at Quicken Loans Arena for 2017 NBA Finals.

**MSG NETWORKS** ~ Lead design, illustration & animation for Knicks, Rangers, Liberty & Red Bulls' digital media and merchandise campaigns. Designed innovative animated infographic campaigns used on Gardenview, social and merchandise for the entire 2016-17 season.

**PHOENIX SUNS** ~ Design "Free Throw" game day publication covers.

**MAJOR LEAGUE SOCCER** ~ Develop editorial series, animations and infographics for MLS media team web and social campaigns.

**ESPN** ~ Art direct & illustrate social media/editorial campaigns for ESPN and ESPN W, developed animated player interview series for TSN.

**CBS SPORTS** ~ Partner with digital media director and team to create major sports event promotional illustrative designs and animations.

**SPORTS ILLUSTRATED** ~ Create collection of editorial graphics, including Fansided's "HP Quarterly" online magazine covers.

**BLEACHER REPORT** ~ Collaborate with staff creatives on dynamic social campaigns, using animation, illustration & design.

**VICE SPORTS** ~ Work with lead editors and authors to create a series of unique illustrations for editorials, stories and news coverage.

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## SKILLS

Adobe Creative Cloud including Photoshop, Illustrator, InDesign, Aftereffects, Flash, Dreamweaver & Bridge. HTML, CSS, JavaScript, WordPress, Drupal, QuarkXPress, Autodesk Maya, Mudbox, Apple Keynote, Microsoft PowerPoint & Office.

## EDUCATION

### PRATT INSTITUTE

Masters in Science - Communication Design *New York, NY 2008*  
Work featured in 2015 Exhibition ~ Key Note Alumni Speaker  
Dean's List ~ Teacher's Assistant ~ Newsletter Coordinator

### MUHLENBERG COLLEGE

Bachelor of Arts - Theater & Fine Arts *Allentown, PA 2002*  
Dean's List ~ Presidential Merit Scholarship  
Baker Center Award For Creativity

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Press Features Include: Boston Globe, Metro New York, Plain Dealer, Washington Post, ESPN.com, Fansided.com, FoxSports.com, NBATV.com