

# EHREN ADDIS

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## Design, Motion & Creative Direction

Accomplished creative thinker with experience successfully leading and executing digital media and motion graphics across multiple platforms and devices. Specific areas of expertise include creative leadership, team building, motion graphics, branding, digital content, UX trends, experiential, visual effects, and film production.

I provides solutions from concept to delivery that include both creative and technical mastery. As a Senior independent Art Director, 2D compositor, and 3D generalist, provides hands-on direction with an unmatched understanding of process and project management for diverse initiatives. Focuses on delivering solutions, creative strategy, and branding for motion and emerging digital media.



## Professional Experience

**Asurion** 03/2019 - 09/2022

### Senior Designer (marketing video team)

Design and produce content for B2B client Partners and B2C branding for 800+ retail stores and direct to consumer advertising.

- Develop a branded YouTube channel and multi-platform social media properties.
- Concept, develop and direct content that showcased the brand and story.
- Create media for carrier partners AT&T, Verizon, Sprint & Team Mobile.
- Oversee and implement production and postproduction technologies for several new studios, including VR and AR initiatives.
- Establish creative and technical pipelines and best practices for editorial and graphics staff. Mentor talent.

**Mirada/TrailerPark** 01/2017 - 03/2019

Develop, pitch, and execute commercial, theatrical, and experiential advertising for clients ranging from Netflix, Amazon, Fortune 500 brands and Hollywood Studios.

**Freelance** 01/2005- 12/2018

**Blind, LosYork, V12, The Picture Mill, yU&Co., The Syndicate, Broad-Tent, Cooke Picture, FAD, Solid, Stardust, Roger, Mirada, Space Cadet, La Visual, EFX, MDots, Echo Entertainment & Others**

2D and 3D designer and animator for many national commercial campaigns, network graphics, music videos and digital projects.

**PingTank** 01/2005- 12/2018

Took (Social Media) Startup to Launch. Now apart of Facebook's Messenger. Managed creative, created pipline architecture, and development implementation. 2D and 3D animation and UX design.

**Side Show Productions** 01/2005- 12/2018

### Animation Director

Managed all creative from production to agency delivery for various commercial projects.

**The Cimarron Group, BLT and Associates** 01/2005- 12/2018

Creative lead and designer for numerous theatrical trailers, home entertainment, and studio marketing projects.

**Avatar Labs** 01/2005- 12/2018

### Designer, 3D Artist

Various digital projects (web and mobile app) for theatrical advertising.

## Volunteer

**Speaker** - BDA, Motion, & other events. **SAR Pilot**- USAF AUX CAP (2003-2010)

## Additional

**RedBull** - Director of Photography.

**Digiscope, Blur, Pacific Title, Side Show**

Design and VFX animation for feature films. (Gone Girl, Eagle Eye, Legend of Dungeon Siege, Sparks)

**Fuel | Razorfish**

Lead Animator and Senior Designer. Managed pipeline from startup growth to publically listed.

## Education

**Bachelor of Administration in Radio Television Film, Media Management,** California State University at Northridge

## Awards

1999 – Emmy, Achievement in Graphic Design, X-Games

2001 – Type Directors Club Award

2001 – BDA GOLD, ESPN X-Games

2002 – Emmy (nomination), Graphic Design, X-Games

2002 – BDA, ESPN Summer X-Games

2008 – Winner, Intel Digital Drag Race

2009 – Key Art, (nomination)

2011 – Audi selected for the 20th AICP show design Category

2011 – "Lilac Wine" wins Blind's CD an Emmy

2013 – "Sparks" Best Visual Effects, LA Int. Film Festival

## Application Proficiency

2D | Adobe AfterEffects - Expert

2D | Premiere Pro - Expert

2D | Adobe Creative Suite - Expert

3D | 3DS Max – Expert

Production/Post pipeline - Expert

Advanced IT Architecture - Proficient