

ADAM GOLDMAN

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SUMMARY

Award-winning Art Director that pushes the boundaries of creative and technology to create memorable experiences.

AWARDS

Experiential Marketing Summit
“AT&T On Location at Sundance Film Festival”

In-House Agency Forum Award
“Super Saturday Night Featuring Lady Gaga”

EXPERIENCE

Freelance Experiential Art Director / Senior Motion Designer (January 2021 – Present) New York, NY
Creating & launching large-scale advertising, experiential, broadcast, branding, and social campaigns for feature films, streaming & TV. Projects include OOH, digital signage, projection-mapping, branding, broadcast, social & launch content for award-winning shows. Clients include MTV, Hulu, Netflix, & OWN Network.

Senior VFX / Motion Designer at AT&T / DIRECTV (January 2018 – Dec 2020) New York, NY
Elevated AT&T’s in-house brands and external clients with award-winning product launches, broadcast, OOH takeovers, social campaigns and experiential installations. Works included concerts & events, 3D/CGI/VFX rendering & production, TV/movie spots, branding, digital signage, architectural concepts, retouching & key art. Clients included AT&T, DIRECTV, HBO Max, Warner Media, Xandr, Audience Network, and Lady Gaga.

Motion Graphics Designer & Studio Operator at 1000heads (March 2013 – January 2018) New York, NY
Built & oversaw video studio from the ground up. Created motion, video, photography, and visual/print/web design for social campaigns and marketing. Clients included Microsoft, Skype, GoPro, PUMA, HERE, KISS, & Nat Geo.

R&D Designer at Arnold Worldwide (May 2012 – December 2012) Boston, MA
Worked on experiential projects in the R&D lab. Created interactive installations, visual design, mobile games, 3D animation, motion graphics, and 3D printing for large clients such as Jack Daniels, Truth, Amtrak, and Carnival.

SKILLS & SOFTWARE

3D Animation / CGI Generalist	Cinema 4D / Octane Render
VFX / Motion Graphics	Zbrush / Adobe After Effects
Visual Design / UI/UX	Photoshop / Figma / Illustrator
Photo / Video / Drone	Canon R5 / Premiere / DJI
AI / Concept Art	MidJourney / Filter Forge
Interactive / VR	Unreal 5 / Quest 2 / Unity
NFT / Web3 / Blockchain	Enter Art / Opensea

EDUCATION

Rochester Institute of Technology
BFA New Media Design & Imaging
(May 2012)