

# ADAM GOLDMAN

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## SUMMARY

Art Director with a decade of experience, known for combining creativity and technology to produce memorable and impactful experiences. Proven track record of pushing boundaries and delivering innovative, award-winning results for clients.

## AWARDS

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

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

## EXPERIENCE

### **Experiential Art Director** (January 2021 – Present ) New York, NY

Directing and delivering award-winning, large-scale experiences and campaigns from start to finish for top clients, such as LG, Netflix, MTV, Hulu, Starz, OWN, Red Paper Heart, Leroy & Rose, and PS260. Duties encompass conceiving and creating style frames, overseeing & leading artists for CGI production, executing the launch of campaigns/event, and delivering final tool-kits, project files, and production art to clients.

### **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

Art Direction / Experiential

CGI Generalist / Animation

Motion Graphics / VFX

Visual Design / UI/UX

Photo / Video / Drone

Web Design / Web3

Interactive / VR

AI / Concept Art

Campaigns / Events

Cinema 4D / Octane / Redshift

Adobe After Effects / Zbrush

Photoshop / Figma / Illustrator

Canon R5 / Premiere Pro / DJI

Wordpress / Uncode / Elementor

Unreal 5 / Meta Quest / HTC Vive

Stable Diffusion / ChatGPT

## EDUCATION

**Rochester Institute of Technology**

BFA New Media Design & Imaging

(May 2012)