

ADAM GOLDMAN

NEW YORK, NY

561-702-6534 | www.AdamGman.com

adam@adamgman.com



SENIOR TECHNICAL ARTIST | ART LEAD

EXPERIENTIAL ART DIRECTOR | SENIOR VFX / MOTION DESIGNER

Visionary Art Director and Senior Artist with 13 years of progressive success creating award-winning experiences and high-impact campaigns, known for harnessing emerging and immersive technologies to transform concepts into compelling visual narratives.

SIGNATURE ACHIEVEMENTS

- **Art direction expertise in high-impact product launches, campaigns, activations, experiences, and post-production** for a wide array of global brands including entertainment, immersive, and tech leaders.
- **Defines market presence and captivates target audiences** through immersive VR/AR experiences, dynamic social media content, and award-winning campaigns using bleeding edge Generative AI, 3D/Motion, and compelling narratives.
- **Delivers award-winning, large-scale experiences, activations, and campaigns from start to finish** for clients such as HTC VIVE, LG, Netflix, AT&T, DirecTV, Warner Media, Skype, Microsoft, Red Paper Heart, Leroy & Rose, and PS260.
- **Recognized for communicating complex creative and technical concepts**, adapting swiftly to fast-paced environments, managing multiple projects, leading creative teams with exceptional organizational skills and collaborative approach.

AREAS OF EXPERTISE

- Cinema 4D/Adobe After Effects
- CGI/3D Generalist (Octane/ Redshift)
- Motion Graphics/VFX/Visual Design
- Concept Art/Interactive/AR/VR/XR
- Art Direction/Creative Direction
- Generative AI Image/Video/API
- Photo/Video/Drone Operation
- Programming/Code/Web Design
- Strategic Thinking/Product Launch
- Social Content & Campaigns
- Event Final Toolkits/Production Art
- Content Marketing/Advertising

PROFESSIONAL OVERVIEW

SENIOR TECHNICAL ARTIST | HTC VIVE, REMOTE

2023 - 2025

Art directed high-impact flagship product launch trailers and teasers, guiding concepts from inception to global launch.

Integrated comprehensive VFX, CGI, and post-production expertise to power top-tier social campaigns and global marketing initiatives for key products like the VIVE XR Elite, Focus Vision, Ultimate Tracker, HTC U24 Pro, and VIVERSE.

- Spearheaded VR-based videos, social content & marketing campaigns, utilizing generative AI to optimize internal creative processes and storytelling alongside 3D tools, boosting product visibility and audience engagement across channels.
- Conceived artistic vision of Instagram reels, story, and ad content for the Sonic the Hedgehog 3 social campaign with Paramount Pictures, boosting engagement by 30%, driving 100k pre-sale tickets, and contributing to a franchise record \$492.2M box office.

EXPERIENTIAL ART DIRECTOR | FREELANCE

2020 - 2023

Concepted and executed ad campaigns on some of the world's largest screens, oversaw CGI production, delivered comprehensive client toolkits with production files and final assets, and launched integrated events and global immersive experiences.

- Produced award-winning, large-scale experiences and campaigns from conception through completion for clients such as LG, Netflix, MTV, Hulu, Starz, OWN, Red Paper Heart, Leroy & Rose, and PS260.

SENIOR VFX / MOTION DESIGNER | AT&T / DIRECTV

2018 - 2020

Developed 3D/CGI/VFX content for concerts, events, product launches, TV/movie spots, and architectural concepts as well as branding, signage, key art, and retouching. Clients included AT&T, DIRECTV, HBO Max, Warner Media, Xandr, Audience Network, and Lady Gaga.

- Elevated AT&T's in-house brands and external clients with award-winning product launches, broadcast, OOH takeovers, social campaigns and experiential installations.

MOTION GRAPHICS DESIGNER & STUDIO OPERATOR | 1000 HEADS

2013 - 2018

Built and oversaw full-service video studio from the ground up, specializing in evergreen VFX production including motion, 2d animation, video, photography, experiential activations, and visual/print/web design for social campaigns and marketing initiatives.

Clients included Microsoft, Skype, GoPro, Logitech, PUMA, HERE, KISS, & Nat Geo.

- Activated Skype Smile Station in Flatiron District, NYC and won silver at the 6th Annual Shorty Awards, got millions of people talking on social, and was the first successful experiential activation to feature Skype and Toshiba products.

R&D DESIGNER | ARNOLD WORLDWIDE

MAY-DEC - 2012

Designed interactive installations, motion graphics, 3D printing, visual design, and mobile games in Arnold's R&D incubator lab for large clients such as Jack Daniels, Truth, Amtrak, and Carnival.

EDUCATION, AWARDS AND TECHNICAL EXPERIENCE

BFA, New Media Design & Imaging, ROCHESTER INSTITUTE OF TECHNOLOGY (2012) |

Awards: VIVE Ultimate Tracker, Laval Virtual Awards 2025, XR Devices & Interaction | AT&T On Location & Sundance Film Festival – Experiential Marketing Summit Award | Super Saturday Night Featuring Lady Gaga, In-house Agency Forum

Technical: Maxon Cinema 4D, Octane, Redshift, X-particles, EmberGen, Blender, Adobe After Effects, Premiere Pro, Photoshop, ZBrush, Unreal, Unity, Stable Diffusion, ComfyUI, FLUX, Runway ML, Cursor, Python, GitHub, Figma, ThreeJS, WordPress, Uncode, Canon R5, Meta Quest, HTC VIVE, DJI Mavic, MS Office