

FRED PAMARAN

SENIOR ART DIRECTOR / CREATIVE LEAD

Phone: 323.839.7338

Email: info@fredpamaran.com

Website: www.fredpamaran.com

PROFESSIONAL EXPERIENCE

Senior Art Director / Content Creator | *Blizzard* | 2023–Present

- + Design and build artwork for the Diablo IV franchise. Assets created include online ads, social media art, print and OOH.

Freelance Sr. Art Director | 2022–2023

- + Design key art for streaming platforms and print campaigns.

Senior Art Director / Creative Manager | *Lionsgate* | 2012–2021

- + **Lead creative in the concept and creation** of theatrical and home entertainment campaigns. **Manage and maintain** over 30 titles per year with a combined budget of over \$1 million.
- + **Collaborate in-house with multiple teams as well as executives** on campaign strategy and creative. Also collaborate with brand partners on direction and execution of their films. Partners include A24, Amazon Studios, A&E Networks, Kingdom Story Company, Millenium Media, Starz, Roadside Attractions, Saban Films, Studio Canal, and Twisted Pictures.
- + **Creative direct and manage** agencies on campaign artwork. Contract with freelance art directors, illustrators and designers.
- + **Design and build** artwork in-house for both print and digital media.
- + **Oversee and mentor** jr. designers, production artists and interns.

Freelance Sr. Art Director | 2009–2012

- + Design key art for high profile theatrical, television, and home entertainment properties.
- + Design special packaging, consumer ads, and collateral materials for entertainment and corporate clients.
- + Create mechanicals as well as direct in-house photoshoots.
- + Freelance clients include Arsonal, Art Machine, BLT & Associates, Concept Arts, Ignition, Mattel, Meat and Potatoes, NBC Universal, Neuron Syndicate, and The Refinery.

Art Director | *Crew Creative* | 2007–2009

- + Design key art for network television and home entertainment properties.
- + Conceptualize and create special packaging and collateral materials for both entertainment and corporate clients.

Art Director | *Canyon Design Group* | 2006–2007

- + Design key art and collateral materials for network television and home entertainment clients.

BACKGROUND

Seasoned design professional with over 15 years experience creating successful and innovative print and digital campaigns. Detail oriented, highly motivated and able to work in a fast-paced, deadline-oriented environment. Team player and creative leader that can manage projects from concept to completion.

EDUCATION

California State Long Beach
BA Degree, Graphic Design

Santa Monica College
AA Degree, Graphic Design
DAG Design Award Recipient

SKILLS

Photoshop
InDesign
Illustrator
After Effects
Premiere
Dreamweaver
Word
Excel
Powerpoint
Airtable
Monday.com
Basecamp
Bluescape