

JONATHAN EHRlich

ART DIRECTION
CREATIVE CONTENT

Los Angeles, CA

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STATEMENT

**Please,
just call
me Jon.**

Innovative and entrepreneurial creative content developer with extensive experience in digital art direction. I am passionate about presenting creative that facilitates cohesive brand story telling and aligns with my clients business strategies.

- Leverage knowledge of evolving consumer needs, as well as technological platforms and capabilities to deliver compelling visual experiences through web, print, video, motion graphics, and interactive media
- Proven ability to collaborate with cross-functional teams to ensure streamlined operations through all facets of project life cycle, maintaining adherence to strategic initiatives

SKILLS

**Real-world experience
+ constant technical
skills development**

- 360 Strategic Art Direction
- Creative Content Development
- Comprehensive Conceptualization
- Cross-Functional Collaboration
- On-set Photo/Video shoots
- Light Motion Graphics/Videography
- Adobe Photoshop/Illustrator/InDesign
- Adobe Premier & After Effects
- Sketch
- HTML/Java
- UX/UI
- Microsoft Office

EXPERIENCE

GSW

Los Angeles, CA
June 2017 - Present

Group Art Supervisor

Oversee all creative for concept ideation, branding, social media and digital design. Developed and executed numerous pitches to successfully establish ongoing new business wins for overall increased revenue and partnerships. Manage and mentor junior creatives, creating an environment that enables empowerment and growth.

Area 23 - An FCB Co.

New York, NY
Sept 2013 - June 2017

Art Supervisor/Senior Art Director/Art Director

Manage comprehensive art direction for various brands, product launches and pitches. Became the agency champion in Adobe DPS, going on to create award-nominated iPad applications. Managed and mentored junior creatives fostering growth and enabling creative ownership.

NEoN - An FCB Co.

New York, NY
Jan 2013 - Sept 2013

Art Director

Produced key creative in web, digital and print for Pfizer, Novartis, and Gilead, as well as pitch conceptualization and tactical execution on new business.

H4B Chelsea - HAVAS

New York, NY
Mar 2011 - Jan 2013

Art Director

Art Direction and content development for online interactive convention, web, mobile, and digital CRM for Alcon, Savient, Bristol Myers Squibb, Gilead, Endo Pharmaceuticals, and Eisai.

The Nielsen Company

New York, NY
Apr 2009 - Jan 2011

Digital Designer

Spearheaded content development and design for an online trade show website. Maintained content for PDNOnline.com, and full redesign of Sacredcraft.com.

EDUCATION

**State University of
New York, Purchase**

Bachelor of the Arts - New Media

Minor in Graphic Design