Anthony Emezu | aemezu@gmail.com | www.aemezu.com

A multidisciplinary Senior Art Director, designer, and animator with over 20 years of extensive experience in user experience design, marketing, advertising and app development. Proven track record of leading creative teams for premiere agencies, startups, and large companies such as ViacomCBS, Showtime Networks, and Nickelodeon. Recognized for delivering award-winning projects and driving successful visual campaigns across various platforms.

Awards

Emmy Award | Nickelodeon App

Emmy Award | Nickelodeon App: Outstanding Creative Achievement in Interactive Media – User Experience and Visual Design.

American Graphic Design Award

New York Times advertising campaign for Davis & Warshow

Experience

Co-Founder & Principal Designer | Espresso Cash | 2022 - Present

- Spearheaded the development of user experience and design solutions to address product, and business challenges.
- Led the company to secure multiple investment grants from Solana Ventures and business partnership with MoneyGram.

Senior Art Director | Showtime Networks | 2015 – 2024

- Directed the development of campaigns for series, films, documentaries, sports, and the Showtime brand across multiple platforms.
- Managed design and production of visual elements for SHO.com, social media, mobile, tablet, interactive television, and digital advertising.
- Crafted the evolution of 360 campaigns, collaborating with creative partners like Google, Amazon and ROKU to set the visual tone for content perception.

Art Director | Nickelodeon Networks | 2012 - 2015

- Supported senior leadership in coordinating creative between digital and games teams.
- Led creative for games design on desktop and mobile platforms, overseeing ideation, wire-framing, and launch.

Senior Creative Manager | MTV Networks | 2010 – 2012

- Collaborated with VP of Creative to create ad campaigns and pitches for MTV advertising partners.
- Oversaw creation and delivery of interactive design and motion graphics assets for marketing teams.

Freelance Creative Director | Appetizer Mobile | 2010 – 2015

- Led app design across major platforms (iOS and Android), specializing in Mobile Application Development, Platform Integration, and Website Design & Development.
- Provided mobile app design solutions for priority clients such as Interscope Records, Sony Music, and ZocDoc. Developed effective mobile design strategies and upheld creative quality control standards.

Education

Graphic Design Major | New York Institute of Technology | New York, NY

Skills & Disciplines

- Agile Trained, User Journey Maps, Design System, User-testing, Responsive Design, Digital Animation, Creative Team Management, UX/UI Design, Digital Illustration, Marketing & Advertising, Typography, Product Development, Print & Packaging, HTML5 & CSS

Software

- Figma, Sketch, Webflow, Photoshop, Illustrator, After Effects, Davinci Resolve, Rive, Jira, Asana Invision, Keynote, Powerpoint, Cinema 4D

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