

ROSS GOLDSTEIN

Associate Creative Director | Art

Devoted creative thinker experienced in art direction, conceptualizing ideas and producing innovative solutions beyond the ask.

EMPLOYMENT

2022 - 2024: Associate Creative Director, Art - BPD Healthcare Advertising: Remote

- Collaborate with Copywriters, Jr teams and CD's to develop 360° campaigns for multiple healthcare clients - AdventHealth, Adventist Health
- Develop powerful platforms, ecosystems and concepts. Develop decks, boards, and communicate ideas to the creative team and client.

2017 - 2022: Sr Art Director/Concept Artist - Omnicom, TBWA Chiat Day NY: Ft Lauderdale, FL & Remote

- Collaborate with Copywriters, Jr teams and CD's to develop campaigns for Nissan USA - commercials, print, social, and digital.
- Ideate concepts and create look and feel for various ecosystems. Develop decks, boards, and communicate ideas to the creative team and client.

2016 - 2017: Sr Creative/Concept Artist - Magic Leap: Plantation, FL

- Collaborated with Head of Brand and CMO to develop high-end visuals for internal/external purposes including A-list celebrity influencers, tech industry conferences, and external developer partnerships.
- Illustrated high-end digital imagery from sketch phase to final composite using Adobe CC Suite.
- Conceptualized brand strategies to meet Marketing Team objectives.

2013 - 2016: Art Director/Concept Artist - Omnicom, Zimmerman Advertising: Ft Lauderdale, FL

- Collaborated with Creative Directors to develop high-end visuals for digital/print/client pitches.
- Illustrated drawings from scratch and retouched digital imagery using Adobe CS Suite.
- Conceptualized brand strategies for existing and potential clients.

2010 - 2013: Creative Consultant - MacGuffin Films/Assembly Films: New York, NY

- Developed close relationships with directors to guide the creative direction of their commercial reels.
- Re-edited and maintained directors' Wireframe reels to share their best work with agency creatives.
- Created and fostered strong relationships with agency creatives to generate new business development.
- Accompanied directors in pre-production, on set, and in post production as creative council.
- Implemented and managed social-media and e-marketing for MacGuffin Films and their roster.

2009 - 2010: Visual Effects Artist - Absolute Post: New York, NY

- Communicated with agency creatives to create stunning content for broadcast commercials.
- Used Autodesk's Combustion, After Effects, and Flame to create photo-realistic VFX and graphics.
- Created concept art, style frames, and matte paintings, for the development of VFX.

2005 - 2009: Visual Effects Artist - The Mill: New York, NY & Los Angeles, CA

- Communicated with agency creatives to create stunning content for broadcast commercials.
- Used Autodesk's Combustion, After Effects, and Flame to create photo-realistic VFX and graphics.
- Created concept art, style frames, and matte paintings, for the development of VFX.

2003 - 2005: Editor/Motion Designer - Videobred Productions: Louisville, KY

- Communicated with producers, directors, and clients to develop brand strategies, meet deadlines, and create broadcast commercials and long-form videos for various clients.
- Illustrated storyboards/concept art, designed/prepared graphics for video, and authored DVDs.
- Developed an organized library process to efficiently navigate through projects.

2002 - 2003: Editor/Motion Designer - Focal Point Productions: Louisville, KY

- Worked with producers/clients to develop brand strategies including illustrating storyboards/concept art/graphics.
- Created broadcast commercials and long-form videos for ad agencies and corporate clients.

2001 - 2002: Editor Intern - National Boston: Boston, MA

- Created off-line edits for producers, editors, motion designers, and various clients.
- Created footage libraries in Avid/Final-Cut. Prepared graphics in Adobe Photoshop/Illustrator.

SKILLS & ABILITIES

- Adobe Creative Suite Proficient (Photoshop, Illustrator, InDesign)
- Strong digital retouching capabilities to mock up or create high-end photorealistic visuals
- Strong presentation skills, and leadership strengths in guiding and mentoring junior creatives as they execute assets.

EDUCATION

1997 - 2001: Columbus College of Art & Design: Columbus, OH

- Graduated cum laude with a BFA in Time-Based Media; emphasis in non-linear editing, motion design, and illustration.