

FRED PAMARAN

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PROFESSIONAL EXPERIENCE

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

- + Work exclusively on Diablo IV, Blizzard's best and fastest-selling AAA software title.
- + Design and develop a wide array of high-impact creative for both print and digital usage. Assets included key art, online ads, social media art, style guides, logos, icons, OOH, and motion graphics.
- + Partner with brand, product, and marketing teams to develop and execute campaign strategies that aligned with core objectives.

Freelance Sr. Art Director | 2022–2023

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

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

- + Lead creative in the concept and creation of theatrical and home entertainment campaigns.
- + Managed and maintained over 30 titles per year with a combined budget of over \$1 million.
- + Collaborated with marketing teams, brand partners and executives on campaign strategy to conform to defined directives.
- + Brainstormed, researched and formulated ideas and concepts that adhered to the brand's creative visions and goals.
- + Creative directed and managed outside agencies and production houses, overseeing the development of campaign materials.
- + Organized and presented rounds of artwork to brand teams and executives.
- + Designed and built artwork in-house for successful and cohesive print and digital marketing campaigns.
- + Guided and mentored jr. designers, production artists and interns.

Freelance Sr. Art Director | 2009–2012

- + Designed key art for high profile theatrical, television, and home entertainment properties.
- + Designed special packaging, consumer ads, and collateral materials for entertainment and corporate clients.
- + Created mechanicals as well as directed in-house photoshoots.

Art Director | *Crew Creative* | 2007–2009

- + Designed key art for network television and home entertainment properties.
- + Conceptualized and created special packaging and collateral materials.

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

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

BACKGROUND

Seasoned design professional with substantial 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
Illustrator
After Effects
Premiere
InDesign
Word
Excel
Powerpoint
Airtable
Monday
Basecamp
Bluescape
Figma