

Anthony Lieberman

work experience

Art Director

Dentsu Creative

2022 – PRESENT

Strategic ideation and development of campaigns for a blend of clients, primary focus on the General Motors account. Employing radical collaboration and meticulous attention to detail we devise forward-thinking creative in tune with modern society.

Jr. Art Director

VMLY&R

2021/22

Conceptual and visual direction for a variety of cross-platform content for Ford Motor Company. Using design systems and insightful narratives we ascribed personality to respective nameplates thus increasing emotional resonance and brand affinity.

Lead Art Director [Intern]

Club Car

2021/22

Art direction for a highly engaging campaign promoting Onward transport vehicle. The newest edition to Club Car's line up that reaches far beyond the sport of golf, encompassing family fun and social currency.

Art Director [Intern]

Capital One

2020

Research and development of concepts for a student credit card to help college students build a credit history for their future. Including the card design, perk benefits and integrated advertising campaign for the product launch.

Promotions Director

SCAD Radio

2018 – 2020

Ideation, production and management of radio station promotions and publicity for print and media platforms. A leadership role overseeing a variety of designers on content creation, social events and experiential marketing.

highlight skills

Conceptual Thinking

Efficient and strategic preliminary visual development

Adobe Creative Suite Proficiency

Photoshop, Lightroom, InDesign, Adobe Acrobat Premiere Pro and After Effects.

Production

- » Head producer for a 30+ crew, Lexus
- » Studio and on-location photographer

FAA Drone Pilot

- » Real estate photographer, Avison Young
- » Landscape photography enthusiast

AI Workflow Integration

Prompt engineering experience with ChatGPT for ideation and copy purposes. Midjourney and Microsoft Dall E usage for visual development. Experimentation with all things Adobe AI.

Visual Branding

- » Pitch deck development
- » Digital and print mock-ups
- » Live creative

education

Advertising & Branding, BFA
Savannah College Of Art & Design
Dean's list, four years