

ELIZABETH STARKEY

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PROFESSIONAL EXPERIENCE

Freelance, New York, NY

2004 – Present

Freelance Art Director, Designer, Videographer, and Artist

- Provide original creative solutions as a multi-talented, award-winning freelance art director, designer, videographer, animator, and illustrator with over thirteen years of experience working with entertainment and media brands
- Lead and collaborate upon diverse design projects encompassing branding and logos, social media, motion design and animation, photography, infographics, illustration, web design, ad design, and interactive and user experience design
- Execute multifaceted video projects from conception to completion with experience directing, producing, writing, and editing award-winning music videos and shorts, including stop-motion animation and motion graphics
- Propel visual and narrative creative with personality, spirit, character, and humor
- Fulfill versatile creative needs of notable clients including NBCUniversal (Bravo, Oxygen), Viacom (MTV, Comedy Central, Nickelodeon, EPIX), *The Dr. Oz Show*, Time Inc. (*People*, *Entertainment Weekly*), Condé Nast, Scripps (Food Network), Gawker Media, the Upright Citizens Brigade, Situation Interactive, 360i, Horizon Media, Rocketdog NYC, and many others

NBCUniversal, Oxygen, New York, NY

May 2016 – April 2017

Freelance Designer

- Emphasized Oxygen's millennial, multicultural, and female-driven series through off-air design including key art, logos, social media, press photography, and other creative needs
- Supported the transition into a crime-driven network by maintaining consistently innovative but provocative creative that expands upon emotional connections of on-air crime series
- Amplified the network's on-air creative and social media engagement through producing, directing, and shooting inventive crime-themed stop-motion animation videos

The Doctor Oz Show, New York, NY

April 2015 – May 2016

Freelance Digital Art Director and Designer

- Maintained creative momentum for ongoing projects and assumed creative lead for new endeavors while serving as interim Creative Director for the digital team
- Strengthened the responsive design and user experience of DoctorOz.com Recipes through enhanced layouts, features, and capabilities
- Augmented digital franchises with clever visual content, printable companion guides and worksheets, promos, and design for interactive social media experiences
- Supported ongoing digital creative needs for both *Doctor Oz* and Sharecare with stimulating infographics, social media design, ad units, photo retouching, video graphics, and on-air creative

NBCUniversal, Bravo Media, New York, NY

December 2010 – March 2015

Digital Designer

- Enhanced Bravo's digital experience by creating engaging visual content for network website, mobile apps, and social media
- Met clients' expectations and network needs by delivering co-branded creative, including microsites, content sponsorships, and ad units
- Improved and modernized Bravo's digital products by actively participating in responsive site redesign and adapting to expanding creative requirements for emerging media
- Supported Bravo as innovative and modern entertainment brand by contributing design and animation elements for cutting-edge Emmy and Webby-winning digital initiatives
- Augmented digital video exclusives and on-air spots by executing motion graphics, creating visual comps, and shooting video featuring network talent and events
- Ensured consistent digital, on-air, and marketing design aesthetics by collaborating across departments

Upright Citizens Brigade, New York, NY

December 2011 – December 2013

Director and Director of Photography

- Strengthened web presence and content of UCB Comedy by contributing to original sketch comedy videos as director and DP, pitching ideas for sketch content, contributing to and collaborating on scripts, preparing storyboards, and providing constructive and supportive input during entire production process, from writing through editing
- Supported branding, creative, and promotional efforts by undertaking additional design and social media needs

Gawker Media, New York, NY

March 2010 – December 2010

Freelance Digital Designer

- Enhanced Gawker, Jezebel, Gizmodo, Lifehacker, and other brand blogs with eye-catching and original advertising content including ads, branded interactive media, video, and motion graphics
- Supported efficient multimedia design by developing reusable templates for animated and interactive units
- Visually emphasized Gawker's personality through conceptualizing inventive layouts for branded sites
- Augmented sales proposals by brainstorming and executing potential advertising creative for clients

Rocketdog NYC, New York, NY

March 2010 – December 2010

Freelance Digital Artist and Designer

- Contributed to numerous successful branding, marketing, and advertising campaigns through playful motion graphics, stimulating and imaginative brand and event videos, innovative stop-motion animation, interactive banner ads, graphic design, and engaging Flash animation for clients such as Henri Bendel, iHome, the Children's Place, Publicolor, Mobi Munch, Antigua and Barbuda Department of Marine Services, and Tourism Authority of Thailand

Clear Channel Radio, New York, NY

October 2008 – January 2010

Digital Producer and Designer

- Expanded and strengthened digital endeavors for Clear Channel's local New York stations' websites and partner sites by designing engaging banner ads, promotional pages and microsites, rich media overlays, site roadblocks, interactive content, video, and other multimedia elements
- Satisfied clients' needs by collaborating with sales team to effectively design and integrate sponsored content and develop creative custom proposals

Hannon Hill, Atlanta, GA

September 2006 – September 2008

Video and Multimedia Producer

- Promoted brand awareness by producing marketing videos and podcasts, creating graphic design elements and motion graphics, documenting brand events and presentations, and contributing to social media efforts
- Enhanced clients' understanding of products by directing and editing training videos and creating appealing and informative Flash animations HTML, CSS, various content management system

Whole World Theatre, Atlanta, GA

February 2007 – September 2008

Audio, Lighting, and Camera Technician

- Produced quality, live theatre experiences for patrons by directing audio, video, and lights and working closely with directors, actors, and crew

Atlanta College of Art, Atlanta, GA

January 2004 – May 2006

Equipment Cage Manager and Video Department Monitor

- Supported department staff by coaching students with professional video equipment and software, assisting instructors with classroom requirements, and maintaining gear

Partizan Entertainment, Los Angeles, CA

June 2005 – September 2005

Music Video Production Intern

- Provided hands-on support by embracing music video pre-production, camera, and casting responsibilities while gaining on-set experience with notable producers and directors

EDUCATION

Bachelor of Fine Arts, Film and Video

Atlanta College of Art, Atlanta, GA

- Summa cum laude honors, GPA 3.8
- Numerous academic scholarships and student awards

TECHNICAL PROFICIENCIES

- Adobe Photoshop, Illustrator, After Effects, Flash, Dreamweaver, InDesign
- Final Cut Pro, Logic Pro, DVD Studio Pro
- Pro Tools
- HTML, CSS, various content management systems

PROFESSIONAL DEVELOPMENT

- PhotoUno Photography School: Photography, 2017 – Present
- 92Y School of the Arts: Fine Arts, 2014 – Present
- NBCUniversal In Development: A Cable Entertainment Mentor Program, 2014 – 2015
- The Peoples Improv Theater: Professional Writing, 2013 – Present
- Academy of Television Arts & Sciences, 2012 – Present
- Magnet Theater: Sketch and Improv, 2010 – Present
- The Upright Citizens Brigade Training Center: Advanced Study Writing, Sketch, Improv, Character Development, Career Development, 2009 – Present
- Television writing workshops including sessions with staff of *Saturday Night Live*, *How I Met Your Mother*, Monty Python, *Tonight Show*, *Daily Show*, *Late Show*, and more, 2007 – Present
- Whole World Theatre: Improv, 2007 – 2008
- Dad's Garage Theatre: Improv, 2007 – 2008

RECOGNITION

- Contributed to projects honored with Interactive Emmys, Webbys, Telly Awards, CableFAX Awards, PromaxBDA Awards, etc.
- Screenings of film and video work at national film festivals, venues, and on television
- Prizes, honors, and scholarships include the Final Draft Big Break Screenwriting Contest (finalist), *Paper Magazine* & Jack Spade Un-Hollywood Digital Film Contest, Student Artist Book Competition, Rich Foundation Merit Scholarship, Nannie Boyd graduating senior award, various juried screening awards, Writing Center Scholarship, and Florida Bright Futures academic scholarship
- Articles about work have appeared in publications including *Paper Magazine*, *SPIN Magazine*, *Performer Magazine*, *ARTnews*, and *Toronto Star*