

ED SERGI

Creative Director | Associate Creative Director | Art Director
Animation, Motion, Video, VFX, Design, Sound, AI
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PROFESSIONAL SUMMARY

Creative Director and Art Director with 15+ years shaping brand identity, campaigns, and world-class motion, video, and design for global brands. Creative leader who builds and develops teams, directs visual storytelling from concept through delivery, and pitches and wins new business. Pairs traditional craft with AI-assisted workflows and automation as a force multiplier. Deep experience across entertainment, technology, finance, CPG, and healthcare.

CORE SKILLS

Creative Leadership: Creative Direction, Art Direction, Animation Direction, Team Leadership, Team Development, Mentorship, Creative Strategy, Concept Development, Campaign Development, Client Relationships, Cross-Functional Collaboration

Brand & Design: Brand Identity, Design Systems, Visual Hierarchy, Typography, Color Theory, Layout, Copywriting, Prototyping

Motion & Content: Motion Design, Motion Graphics, 2D & 3D Animation, VFX, Compositing, Video Editing, Sound Design, Storyboarding, Content Creation, Social-First Creative, Visual Storytelling, AR/VR, Post-Production

AI & Automation: AI-Assisted Workflows, Generative AI Video & Image (ComfyUI, Runway, Kling, Flux, SDXL), Prompt Engineering, AI Voiceover / TTS (ElevenLabs), Workflow Automation (Make.com, n8n, Shell Scripting), Batch Content Generation

Tools: Adobe After Effects, Premiere Pro, Photoshop, Illustrator, InDesign, Figma, Cinema 4D, Blender, DaVinci Resolve, Jitter, Mocha Pro, Ableton Live, ComfyUI, Runway, fal.ai, Recraft, ElevenLabs, Cursor, VS Code, Claude Code, Make.com, n8n, Spark AR

PROFESSIONAL EXPERIENCE

some frills (Creative Studio), NYC Metro Area / Remote

Founder, Creative Director & Creative Technologist

2026 - Current

- Run a lean creative studio delivering brand identity, motion, 2D and 3D content, and AI-driven video for CPG and entertainment clients, scaling with freelancers per project.
- Build end-to-end AI-assisted video pipelines on local Apple Silicon (ComfyUI), chaining text-to-image, brand and product injection, and image-to-video motion synthesis (Wan, Z-Image Turbo, LTX).
- Develop custom AI image-generation tooling on model APIs (fal.ai: Flux, SDXL, Recraft) for rapid concepting and product visualization.
- Built Blender-based 3D product and packaging pipelines via Claude Code and Blender MCP (FBX import, UV repair, batch texture swapping) for photoreal product visualization.
- Automate production workflows with shell scripting and Make.com, batching personalized content generation at scale.
- Direct AI-assisted brand video, mixing 2D and 3D, generative, stock, and creator footage with sound design, AI voiceover, and kinetic typography.
- Clients: Mondelēz (DuoLingo, Perfect Bar, Tate's Bake Shop, Oreo).

MALKA Media (Production Agency), Jersey City, NJ

Animation Director

2024 - 2026

- Headed the animation department, building and developing a team of in-house and freelance animators and designers, partnering with creative directors and art directors to turn brand direction into executable creative.
- Directed motion graphics, video, and design across enterprise campaigns for AWS, Deloitte, Merck, and MrBeast, keeping high-volume work on-brand and on-deadline.
- Built a custom AI-powered content system generating educational app material at scale for Intuit.
- Managed schedules, creative reviews, and direct-report development.
- Clients: AWS, MrBeast, Deloitte, Merck, SharkNinja, Stifel, Citibank, MasterCard, BNY, MoneyLion, Sotheby's, ADP, Cognizant, MongoDB, H&M, KPMG, TripAdvisor, Intuit.

We Are Social (Social Agency), New York, NY

Associate Creative Director

2023 - 2024

- Hands-on creative lead guiding motion design, VFX, video editing, graphic design, and AR/VR across social-first brand work.
- Directed content creation and visual storytelling from fast-paced daily brand work to 360 campaign pitches, partnering with Group Creative Directors.

- Mentored junior through senior creatives in concept development and production.
- Partnered with strategists and account directors to craft winning pitch decks.
- Clients: YouTube, Universal, Ringling Bros.

Barkbox (In-House Brand Team), New York, NY

Art Director, Motion & Design

2021 - 2023

Senior Animator

2020 - 2021

- Created world-class ad creative and maintained brand identity and design consistency across BARK and its sub-brands.
- Led the BARK IPO animation, shown in Times Square, Madison Square Garden, and on the Nasdaq exchange floor during the bell-ringing ceremony.
- Directed motion, video, and design for D2C content across paid social, organic, banners, email, and web.
- Partnered cross-functionally to concept and execute campaigns, using performance data to test and iterate.
- Developed and pitched campaign creative in new channels.

GLOW (Social & Digital Agency), New York, NY

Art Director

2019 - 2021

Senior Motion Designer (Freelance)

2018 - 2019

- Collaborative creative lead and hands-on designer across motion design, VFX, video editing, and design.
- Directed social content and visual storytelling from daily brand work to major tent-pole campaigns, working with the Executive Creative Director.
- Managed staff and freelance designers; led AR/VR ideation, concept, and execution.
- Clients: HBO, Showtime, Apple TV, Spotify, OnePlus, YouTube, Hulu, BBC, TBS, and more.

Brigade (Marketing Agency), New York, NY

Motion Graphics & VFX Editor

2017 - 2018

Motion Graphics Designer (Freelance)

2016 - 2017

- Handled post-production directly with the Creative Director on campaigns and organic social.
- Created social content for A-list TV and film titles using motion graphics, compositing, VFX, video editing, and design.
- Clients: Universal Pictures, Warner Bros., 20th Century Fox, Disney, Focus Features, ABC, CBS, Freeform, and more.

FREELANCE & CONTRACT EXPERIENCE (2013-2020)

GREY (Ad Agency), New York, NY

Motion Graphics Designer

- Clients: Ally Bank, Gillette, Pillsbury, RadioShack, Advil, Pringles.

Viacom / Catalyst (Internal Agency), New York, NY

Senior Motion Designer

- Supported the in-house agency with production needs and creative solutions for internal and external deliverables.

Zero Point Zero (Production House), New York, NY

Motion Design & VFX Artist

- Developed graphics, overlays, compositing, and VFX for CNN's "The Hunt with John Walsh" (Seasons 1-3).
- Worked within a broadcast television production pipeline.

Flickerlab (Post-Production House), New York, NY

Art Director

- Clients: Smirnoff, 2020 Biden Campaign.

Cramer-Krasselt (Ad Agency), New York, NY

Art Director

- Clients: Stop & Shop, Benihana.

Ruder Finn (PR & Creative Agency), New York, NY

Editor & Motion Designer

- Art direction, storyboarding, whiteboard animations, video editing, touch-ups, and updates to recurring projects.
- Clients: Novartis, Eli Lilly.

Real Vision (Startup, In-House), New York, NY

Motion Design Director

- Led the marketing branch of the startup's internal post-production team.
- Delivered high-volume, daily creative output.
- Art direction, storyboarding, brainstorming, concept development, creative execution, and delivery of video and animation projects.

NOTABLE CLIENTS & ACCOUNTS

Apple TV, YouTube, MrBeast, Mondelēz, Tate's Bake Shop, Perfect Bar, AWS, HBO, Showtime, Spotify, Hulu, Facebook, MTV, Universal Pictures, Warner Bros., 20th Century Fox, ABC / Disney, Nickelodeon, Deloitte, Mastercard, Intuit, Sotheby's, Merck, Novartis, Gillette, SharkNinja, Advil, Ally Bank, Pillsbury, Smirnoff, Eli Lilly, 2020 Biden Campaign, CNN, Viacom, Citibank, Webby Awards.