

ELIAS PAULSON

16.APR.95 — NYC

Art Director with a hands-on approach. Former **Sr. Graphic Designer**. Tangible skills in Graphic Design, Typography, Motion Graphics, Web Design, Illustration, and some Coding.

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EXPERIENCE

MWE
(CONTRACT)

Art Director
Dec. 2023 – Ongoing

Currently providing Art Direction for global law firm **McDermott Will & Emery**. Focus at this time is aimed toward branding and production of signature events.

EP STUDIO
(FREELANCE)

**Art Director /
Sr. Graphic Designer**
July 2023 – Ongoing

Currently providing freelance design services for various brands and companies across industries within hospitality, media, design, and film. Active + recent clients include **Auberge Hotels**, **The Standard Hotels**, **Loma Vista Records**, **Daytrotter Records**, **Landon Nordeman** (photographer), and **Hood By Air** (fashion brand).

**THE STANDARD
HOTELS**
(FULL TIME)

Art Director
Feb. 2021 –
July 2023

Sr. Graphic Designer
June 2019 –
Jan. 2021

Led brand-wide marketing campaigns around the (successful) opening of four new hotels, as well as five existing hotels. Helped develop and maintain a global brand identity, as well as the individual identities of nine hotels. Led the production of ten brand lifestyle photo-shoots, as well as venue and F&B photography. Designed and led the development of **standardhotels.com** and **shopthestandard.com**. Developed the visual identity and printed menu collateral for eight new F&B outlets, as well as various seasonal activations. Managed a team of two full-time Graphic Designers.

SUBMERSIVE MEDIA
(DIGITAL AGENCY)
(FULL TIME)

Graphic Designer
July 2017 –
June 2019

Lead graphic designer for digital campaign of over 30 films, including: *Ingrid Goes West* (2017), *I, Tonya* (2017), *Destroyer* (2018), *Blaze* (2018), and *Sorry To Bother You* (2018). Web design and development for various film and app landing pages, including *The Current War* (2019), *The Chaperone* (2019), and *Harry Potter: Hogwarts Mystery* (2018).

ATLANTIC RECORDS
(FREELANCE)

Graphic Designer
2015 – 2016

Highlights include: Background visuals (video filming + editing, motion graphics) for **Lizzo's** second performance on *The Late Show with Stephen Colbert*. Motion graphics and animation for Lizzo's "Humanize" music video (2016).

STUDIO SAASEN
(FREELANCE)

Graphic Designer
2016

Branding and web design for Oslo based design-thinking studio.

COMPLEX MEDIA
(FREELANCE)

Illustrator
2015

Illustration for various online publications, including "Hip Hop Bedtime Stories" (2015).

EDUCATION

PARSONS
THE NEW SCHOOL
FOR DESIGN

**BFA – Graphic Design
Minor – Printmaking**
2013 – 2017

A four year program framed around the theory and practice of communication design, in all its forms. My focus was in graphic narrative and visual storytelling, which allowed exploration and development of a wide range of tangible skills, including illustration, typography, printmaking, coding, critical thinking and discussion.

DESIGN TOOLS

ADOBE CC

**Photoshop, Illustrator,
InDesign, XD, After
Effects, Premiere Pro,
Lightroom, (Figma)**

Expert knowledge of the Adobe Creative Suite, as it lends to skills in graphic design, photo editing, illustration, motion graphics, video editing, and web design. Also proficient in prototyping using Figma.

CURRICULUM VITAE

PORTFOLIO [LINKED HERE](#)