

# Stuart Fleisher

## Contact:

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## Education:

University of Georgia  
Grady School of Journalism  
Telecommunications

## PROFILE

Creative Director specializing in video with 9+ years of experience managing a team of artists, writers, and technicians. I lead a team that produces AAA quality promotional, educational and advertising content for world class organizations like Delta Airlines, The Home Depot and more. I have deep experience in all formats of video production including 2D and 3D animation pipelines, filmmaking, and live-action production.

## KEY COMPETENCIES

- **Creative Leadership:** Proven experience stewarding creative content of all types, including animation, live-action video, graphic design, text and audio production
- **Project Planning:** Experience building and implementing production timelines and maintaining a schedule to hit deadlines
- **Project Management:** Ability to work with stakeholders across multiple departments and organizations in order to keep a project moving forward
- **Visual Communication:** Mastery of visual narrative, and the ability to evoke emotion through images
- **Communication:** Managed key communication with both clients and internal stakeholders. Ability to bridge the gap between creative and business needs.
- **Strategic Thinking:** Track record of producing impactful media targeted towards specific goals.
- **Art Direction:** Deep understanding of tone, and the ability to tailor creative to the individual needs of diverse brands, products and IPs
- **Adaptability:** Inventive problem solver comfortable adapting projects and processes to the needs of each situation.

## EXPERIENCE

### THE DVI GROUP - CREATIVE DIRECTOR - 04/12 TO PRESENT

Managed a team of 11+ full-time animators, writers, and video production professionals along with various freelancers

#### Project Planning & Operational Management

- Developed structured processes for research, ideation, production, feedback and more
- Over 5 years experience designing and implementing project management systems using Monday.com
- Designed and used tools to understand capacity and proactively forecast resource and budget needs
- Acted as a key point of contact to facilitate hand-offs between departments
- Managed the internal pipeline to build schedules and keep projects on schedule and within estimates.
- Designed and adapted workflows to accommodate the needs of different corporate structures and approval funnels
- Constantly evaluated processes to look for operational improvements
- Oversaw the production of multiple projects (typically 10-20) simultaneously
- Led the team through remote operations during the Covid-19 crisis

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## THE DVI GROUP - CREATIVE DIRECTOR (Continued)

### Creative Leadership

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- Acted as director of various creative assets for DVI productions
- Worked daily to foster a culture of teamwork, creativity, passion and collaboration
- Maintained a balance between the strategic and creative demands of each project
- Led meetings and brainstormed with creatives to solve design problems and generate new ideas for video projects
- Produced overview materials like pitch decks and style guides in order to establish clarity of vision
- Led pitch meetings to generate excitement for projects both internally and externally
- Gave constructive feedback to ensure quality control and coach internal talent
- Planned live-action shoots by creating schedules, shotlists, storyboards, and other documents
- Manage partners and external resources including crew, web designers and freelance artists.
- Worked in live filming environments to solve shoot-day challenges and update the plan in real-time based on the situation on the ground.
- Constantly monitored work to ensure high quality outputs

### Instructional Design

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- Developed frameworks for pilot training across 12 fleets for Delta Air Lines.
- Studied and organized white papers on pilot safety in order to break them down into discrete training modules
- Worked with L&D leaders at IHG to design activities and course materials to support video training for the Holiday Inn brand
- Designed key efficiency tools to speed post-production of video training content for the US Air Force
- Worked with stakeholders in businesses across multiple industries to quickly understand their work at a deep level and create content appropriate to their needs.

### Key Accomplishments

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- Oversaw massive organizational growth, leading to 2 consecutive years on the Inc. 5000 list
- Led The DVI Group to a top 3 worldwide rating for 5 years running on [Clutch.co](https://clutch.co), an independent market analysis company for creative agencies
- Directed dozens of award winning videos. Awards include 3 Addy Awards, 9 Telly Awards, 6 Davey Awards, 3 MarCom Awards, and 4 W3 Awards across categories including Art Direction, Animation, Branded Content and more

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## OTHER WORK EXPERIENCE

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### THE DVI GROUP - MOTION DESIGNER - 04/10 TO 04/12

Worked in Adobe Creative Suite to create illustrations, animations and motion graphic elements suited to a diverse array of projects and clients.

### Q3030 - MOTION DESIGNER - 08/09 TO 01/10

Helped design animations, edits and design assets for a startup web network.

### DIGITAL SOUL - INTERN - 07/08 TO 08/09

Worked daily to improve my skills as an artist and animator.

## Work Samples (Creative Director)

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### Selected Live Action Video Samples

#### [I am Supernatural](#)

This powerful spot about identity and diversity was a finalist for a Cannes Lion.

#### [Doosan](#)

See heavy equipment through the eyes of a child in this national broadcast commercial.

#### [Zerorez](#)

Wet carpet personified: meet Resi-Dude!

#### [Kodak](#)

A sentimental spot about scrap-booking and family

#### [Audio-Technica](#)

A branded content piece with some sick dance moves

### Selected Animation Video Samples

#### [Sales Fusion](#)

Marketing Automation meets super powers

#### [JDA Traceability](#)

An ominous dissection of two fictional E. coli outbreaks

#### [IHG](#)

Mama bird teaches leadership by example in one section of this leadership course

#### [ControlScan](#)

How do small business owners feel when they try to tackle PCI compliance?

#### [Doosan](#)

A high tech look at the technology behind heavy equipment

## References

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### [Alyssa Thys](#)

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### [Nick Pflug](#)

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### [Sofia Moreira](#)

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