



Kol Shtufaj
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SUMMARY

Creative leader specializing in brand identity, social platform marketing, OTT streaming products, and world-class keyart design. Experienced in designing content that engaged with over 1 Billion subscribers worldwide.

WORK EXPERIENCE



Senior Art Director

WWE Advanced Media Group · Mar 2020 - Present

- Creative leadership and management for a team of designers, motion designers, photo editors and retouchers
- Coordinated with VP Creative to hire and expand WWE AMG's Creative department
- Provided design direction for WWE's social content with over 1 Billion subscribers on platforms that include: Instagram, Facebook, Twitter, Youtube, TikTok, Twitch, and Snapchat
- Lead creative on keyart design and on-air package concepts for WWE Network Originals and Documentaries
- Designed presentations and pitched for internal and external stakeholders for various campaigns
- Collaborated with WWE's Marketing and Creative Services team to promote WWE Network, WWE.com, and weekly live show promotions in Apple & Android app stores
- Led and hired team of 16 freelance production artists and 2 project managers to recreate and migrate keyart for 20,000 hours of WWE Network content to Peacock
- Managed and mentored junior designers to create new-to-world design in a fast-paced and high-pressured environment with extremely tight turnarounds on a 24 hour coverage schedule
- Built and managed a creative request system for the WWE AMG Creative and Video teams to streamline workflows and processes



Art Director

WWE Advanced Media Group · Apr 2017 - Mar 2020

- Conceptualize, design, and deliver compelling imagery in support of Content, Social, and Video teams
- Created concepts and design for WWE.com's redesign, multiple redesigns of the WWE Network, WWE App, WWE Kids, and WWE Social Hub
- Art Directed photoshoots for WWE Superstar photo galleries, social promotions and keyart design
- Managed a team of designers and provided creative direction for designs across multiple platforms



Design Director

Minerva Technologies Limited · Jun 2017 - Sep 2018

- Creative leadership and design for a new-to-world DeFi Cryptocurrency ICO launch
- Designed and developed branding, UX/UI, and marketing materials for vwebsite and social platforms
- Created pitch decks for external investors and new-hire/advisor on-boarding



Senior Interactive Designer

WWE Digital Media · Mar 2014 - Apr 2017

- Worked with Art Directors and Senior Interactive Designers to create compelling graphics
- Collaborate with other departments such as Content, International, Live Events and Social on promotions
- Art Directed and designed graphics for an award-winning 2nd Screen Experience for the WWE App



Interactive Designer

WWE Digital Media · Jan 2012 - Mar 2014

EDUCATION

Bachelor of Science (BS), Marketing
 Sacred Heart University

SKILLS

- Creative Leadership
- Creative Direction
- Team Development
- Adobe Creative Suite
- HTML5 / CSS3
- UX / UI