



Kol Shtufaj

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SUMMARY

Creative leader specializing in brand identity, social media, on-air show packaging, SVOD streaming services, and world-class key-art design. Experienced in designing trendy, eye-catching content that has engaged with Billions of subscribers worldwide.

PROFESSIONAL EXPERIENCE



The Game Day

Creative Director – *Nov 2021 - Present*

- Led and mentored team of top-tier art directors, designers, and motion designers
- Headed a refresh of The Game Day's brand bible and visual identity
- Supervised creative on all social platforms that resulted in 4x growth of social engagement and impressions
- Prepared successful proposals/pitch decks for internal and external stakeholders for B2B materials, go-to-market programming and various custom sales opportunities
- Directed creative through UX/UI to introduce new features on TheGameDay.com that helped merge the affiliate and media side of the business
- Developed and implemented 'The Game Day Shop' - an e-commerce merch platform with unique creative centered around trending topics, sports fans, sports bettors, entertainment and lifestyle
- Directed set design in our in-house content studio and on-air show package creative for weekly programming on Instagram, Facebook, Twitter, Youtube, TikTok, Twitch and Snapchat
- Inspired and directed the interior design of our New York City office to reflect the visual identity of The Game Day



BetMGM

Creative Consultant (Freelance) – *Jun 2021 - Nov 2021*

- Headed initiative to elevate and improve paid and organic social creative
- Established high-fidelity keyart used to cross promote the BetMGM brand and First Time Depositor offers



WWE

Senior Art Director – *Mar 2020 - Jun 2021*

- Creative leadership and management for teams of designers, motion designers, and photo editors in support of delivering effective creative campaigns across WWE.com, WWE Network, Social, Podcasts, and International
- Directed creative for WWE's social media channels (over 1 billion subscribers) that include: Instagram, Facebook, Twitter, Youtube, TikTok, Twitch and Snapchat
- Led creative on key-art design and on-air show packaging for WWE Network Originals, WWE Network Documentaries and WWE Youtube Originals
- Spearheaded migration of key-art for over 20,000 hours of WWE Network library content to NBCU's Peacock
- Coordinated with VP Creative to cultivate a top-tier creative team by prioritizing mentoring and ongoing education
- Assisted in redesigns of WWE.com, WWE Network, WWE Shop, WWE App, and WWE Kids
- Art Directed photoshoots for WWE Superstar photo galleries, social promotions and key-art design
- Built a creative request system for WWE Creative and Video teams to streamline workflows and processes

Art Director – *Mar 2017 - Jun 2020*

Senior Interactive Designer – *Mar 2014 - Jun 2017*

Interactive Designer – *Jan 2012 - Mar 2014*



Minerva Technologies – Remote

Creative Director – *Jun 2017 - Sept 2019*

- Creative leadership and vision for a new-to-world DeFi Cryptocurrency ICO launch
- Designed and developed brand identity, UX/UI, and marketing materials

EDUCATION

Sacred Heart University
(Bachelors of Science)
Marketing

EXPERTISE

- Creative Leadership
- Creative Direction
- Team Development
- SVOD Streaming Services
- Brand Identity / Strategy
- Proposals / Pitch Decks
- Set Design / Show Packaging
- Adobe Creative Suite
- Figma