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SUMMARY

Experienced hands-on creative director with a history of elevating brands through innovative design. Skilled in directing captivating visual brand identities, social media content, on-air show packaging, and key-art design. Impressively engaged billions of subscribers world-wide.

EXPERIENCE



The Game Day – New York, NY
Creative Director, 11/2021 – Present

- Empowered, directed, and inspired a team of graphic designers (UX/UI, Digital, Motion) across multi-platform distribution channels
- Created and established brand identity guidelines, media kits and brand portals to revitalize brand image and visual identity
- Spearheaded the identification and implementation of creative request systems and asset management systems to effectively store and distribute creative and video production IP internally and externally
- Creative leadership overseeing design across social media, digital content, video production, and podcasts resulting in surge of over *3 billion impressions, 800 million video views and 125 million engagements*
- Oversaw creative for B2B pitch proposals and white label services, resulting in monetization of content and increased profitability
- Pioneered the conception and development of Media.TheGameDay.com and TheGameDayShop.com, driving direct-to-consumer merchandise sales and increased B2B revenue
- Led strategic planning for long-term innovation levers, including AI, to streamline and increase creative production capabilities
- Established stunning studio set design driving brand integration strategies, blending creative visions and improving production value
- Transformed the headquarters' workspace by optimizing the layout, functionality, and visual aesthetic, while capturing the brand's identity and culture



BetMGM – Jersey City, NJ
Creative Consultant, 06/2021 – 11/2021

- Optimized paid and organic social creative, driving brand awareness and new customers to BetMGM's flagship sportsbook
- Collaborated with internal Snapchat, Twitter, and Instagram teams to build dynamic original features to promote the BetMGM brand
- Spearheaded and managed the creative process for development of key art for BetMGM's highly acclaimed yearly brand campaign



WWE – Stamford, CT
Senior Art Director, 06/2017 – 06/2021

- Creative leadership to a team 30+ designers, motion designers, and photo editors across WWE's multi-platform distribution channels
- Led creative on all WWE social platforms resulting in the growth of *1 billion social followers* and over *34 billion video views*
- Directed photoshoots for premier WWE Superstar photo galleries, featured content, key art design, and marketing initiatives
- Elevated the visual appeal of WWE's long-form premium content, WWE Originals and WWE Documentaries, with cutting-edge key art design and motion design packages
- Contributed to the 2019 redesign of WWE's subscription based SVOD service, WWE Network, collaborating with internal product development and external agency teams
- Architected the 2021 migration of over 20,000 hours / 40 years of WWE Network library content visuals to NBCUniversal's Peacock in under two months and with a team of 26 freelance production artists and 4 project managers
- Created and managed a creative request system for WWE's digital team. Later, shepherding the replacement with a more robust asset management system and creative request system that was adopted by WWE's Creative Services and TV production teams
- Fostered a collaborative and positive team culture, driving productivity, creative vision, and innovation through education and creative workshops.

Art Director, 06/2014 – 06/2017

- Lead Art Director and liaison between clients and internal departments, ensuring effective communication of creative requirements, meeting deadlines and project budgets
- Managed 24/7 on-call and live show coverage schedules, for flagship shows Raw, Smackdown, and NXT
- Directed and designed social media creative, exclusive features, directed photoshoots, and visually compelling content for WWE.com
- Contributed to multiple redesigns of WWE.com, including UX/UI direction with external agencies and creative content migration
- Played a key role in designing emerging new digital properties such as WWE Network, WWE Shop, WWE App, and WWE Kids

Digital Designer, 01/2012 – 06/2014

- Developed visually captivating interactive graphics for enhanced user experience on WWE.com
- Collaborated with producers and photographers during live broadcasts, creating real-time creative content for Raw and Smackdown
- Contributed to the establishment and expansion of new WWE social media accounts, driving rapid growth and recognition
- Designed captivating layouts and spreads for WWE magazine, delivering visually stunning content

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 - UX/UI