

623 FRANKLIN AVE., 1ST FLOOR + BROOKLYN, NY 11205
718.360.7141 + ETHAN@ETHANBALDWIN.COM

EDUCATION

- + OBERLIN COLLEGE - OBERLIN, OH
- B.A. WITH HONORS IN VISUAL ARTS - MAY 2006
- + ADHOUSE NYC - NEW YORK
- INTRODUCTION TO THE CREATIVE - WINTER 2007

WORK EXPERIENCE

WE TELEVISION - FREELANCE DESIGNER/WEB PRODUCER

AUGUST 2008 - PRESENT

- + DESIGNS WEB BANNERS AND PAGES FOR WETV AND ADVERTISING PARTNERS
- + ASSISTS WITH WEB CONTENT CONCEPTS FOR NEW BROADCAST ACQUISITIONS

A|X ARMANI EXCHANGE - FREELANCE GRAPHIC DESIGNER

FEBRUARY 2008 - AUGUST 2008

- + RENDERED ARCHITECTURAL ELEVATIONS OF NEW STORE LAYOUT CONCEPTS AND STORE FRONT WINDOW TREATMENTS VIA PHOTOSHOP FROM LINE SKETCHES. PREPARED MECHANICALS FOR PRODUCTION.
- + DESIGNED FLASH WEB BANNERS AND MICROSITES FOR STORE PROMOTIONS AND FASHION LINE UPDATES.

OPERATIONS SOHO - PR/MARKETING/GRAPHICS ASSISTANT

OCTOBER 2007 - FEBRUARY 2008

- + DESIGNED HTML E-MAIL BLASTS, POSTCARDS, BUSINESS FORMS AND MATERIALS USED FOR STORE ADVERTISING AND FASHION CLIENT PRESENTATIONS.
- + PHOTOGRAPHED IN-STORE EVENTS FOR WEB OUTPUT AND ARCHIVAL PURPOSES

DDB WORLDWIDE - DESIGNER/ART DIRECTOR -

JUNE 2006 - OCTOBER 2007

- + SERVED AS AN ART DIRECTOR TO CONCEPTUALIZE, ILLUSTRATE AND LAYOUT PRINT ADS, COMMERCIALS AND ONLINE WORK FOR EXXON MOBIL, DIET PEPSI, PHILIPS, LIPTON AND UNITED TECHNOLOGIES.
- + UTILIZED DIGITAL SOFTWARE FOR EXTENSIVE PHOTO RETOUCHING AND STORYBOARD COMPS.

SKILLS

COMPUTER SOFTWARE: EXPERTISE IN PHOTOSHOP, ILLUSTRATOR, INDESIGN, QUARK. PROFICIENCY IN FLASH/ACTIONSRIPT 2.0, DREAMWEAVER, FINAL CUT PRO. PHOTOGRAPHY: DIGITAL/ANALOG PROCESSING, RETOUCHING, LIGHTING AND SET CONSTRUCTION. EXPERTISE IN PORTRAITURE AND FASHION PHOTOGRAPHY. COMPUTER HARDWARE: TROUBLESHOOTING FOR APPLE COMPUTERS; HARDWARE INSTALLATIONS, DATA BACKUP AND RECOVERY