



## Jay Kristopher Huddy

Clio Award-Winning Art Director + Visual Designer

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## Background Summary

Creative leader with 15+ years of experience crafting award-winning visual designs and marketing campaigns for global entertainment, gaming, and advertising brands. Proven expertise in digital, print, and motion design with a focus on innovative storytelling, brand development, and audience engagement. Recognized for impactful creative direction and seamless execution across platforms.

### Core Skills + Education:

- Creative Direction | Art Direction | Concept Development
- Digital Design | Motion Graphics | UX/UI Design | Advertising Art + Copy
- Team Leadership | Project Management | Marketing + Brand Strategy
- Adobe Creative Suite: Photoshop, Illustrator, Premiere, After Effects, Firefly, and others
- BFA | School of Imaging Arts & Sciences | Rochester Institute of Technology

## Professional Experience

### Senior Social Media Design Lead – Paramount

Sep 2020 – Dec 2024 | Los Angeles, CA

- Led end-to-end creative campaigns for Paramount+ streaming film and TV properties, including *Halo*, *Mission: Impossible*, *Star Trek Universe*, and *SpongeBob SquarePants*.
- Designed high-impact assets for digital and social platforms, driving engagement and boosting visibility across Showtime, MTV, Nickelodeon, and Comedy Central.
- Developed cross-platform templates and style guides for streaming platforms like Amazon, Apple TV, and Roku, ensuring cohesive branding.
- Created Clio Award-winning marketing visuals.
- Boosted engagement metrics through data-driven design and social strategies.

## Senior Digital Marketing Designer – CBS

Sep 2016 – Sep 2020 | Los Angeles, CA

- Designed original key art and digital assets for iconic CBS properties, including Survivor, The Big Bang Theory, Young Sheldon, NCIS, FBI, and others.
- Developed visually engaging campaigns tailored for cross-platform performance, maximizing audience engagement across digital and streaming channels.
- Strengthened brand identity through cohesive storytelling and standout creative, driving recognition and visibility for CBS programming.

## Co-Founder + Chief Creative Officer – Replayar

May 2016 – Dec 2024 | Los Angeles, CA

- Invented and patented a social-geolocational augmented reality platform, redefining user engagement through immersive experiences and UGC.
- Led the vision and execution of UX/UI design, user journeys, branding, and marketing strategies, driving both enterprise and consumer adoption.
- Secured intellectual property rights, establishing Replayar as a trailblazer in AR innovation and technology.

## Senior Advertising Designer – The Economist

Mar 2011 – Apr 2016 | New York, NY

- Led design for multi-channel campaigns, integrating print, digital, and video assets.
- Directed video productions, ensuring timely delivery under budget.
- Developed and implemented efficient workflow systems, including style guides and content libraries, to improve consistency and streamline production processes.

## Art Director – Nickelodeon

Jan 2010 – Mar 2011 | New York, NY

- Designed marketing collateral for Nickelodeon's flagship events and series.
- Optimized production workflows for *The Kids' Choice Awards*, meeting tight deadlines.
- Increased audience engagement with dynamic digital content strategies.

## Creative Director – Looking Glass Magazine

May 2009 – Jan 2011 | New York, NY

- Directed publication design, including brand identity, photography, and editorial layout, ensuring an engaging aesthetic.
- Collaborated with writers and editors to create innovative visual strategies spotlighting underground trends in fashion, entertainment, and culture.
- Produced compelling photographic artwork and storytelling initiatives, enhancing the magazine's market presence and audience engagement.