



CAMERON ETHEREDGE
DESIGN + ART DIRECTION

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EXPERIENCE



GRAPHIC DESIGNER
JULY 2017 - PRESENT

Responsible for conceiving and design solutions for several NFL events including but not limited to the Super Bowl, Draft, Kickoff and Honors. I also helped create promotional content for NFL Shop, and developed merchandise for the Super Bowl Trophy Collection from 2018-2019.

COLANGELO

SENIOR ART DIRECTOR
FEB 2014 - NOV 2016

ART DIRECTOR
JAN 2013 - FEB 2014

Responsible for art direction, conceiving and design solutions for several Diageo and Church & Dwight brands. I developed content across print and digital media and helped facilitate the creative process through ideation, team management and presenting work to clients.

Brands included: Ciroc, Smirnoff, Ketel One, Trojan Brand Condoms.



ART DIRECTOR
JUL 2010 - DEC 2012

Responsible for art direction, conceiving and design solutions for several PepsiCo. and Lipton brands.



SENIOR ART DIRECTOR
JUL 2010 - PRESENT

I provide design and art direction for various businesses throughout the NY metropolitan area. I facilitate the entire creative process from ideation to execution.

SOFTWARE SKILLS



PHOTOSHOP



ILLUSTRATOR



INDESIGN



AFTER EFFECTS



SKETCH

OTHER SKILLS / Concepting, copywriting, illustration, some knowledge of HTML and CSS.

EDUCATION

SYRACUSE UNIVERSITY

SYRACUSE, NY
COLLEGE OF VISUAL AND PERFORMING ARTS
BFA in Communications Design - Class of 2010

