

RICH LETOVSKY

Art Director | Designer | Content Producer

647.297.8667

richletovsky@gmail.com

rickyletovsky.com

PROFILE

Self-motivated and hard-wired to create, with a passion for visual design, storytelling and comedy.

Fifteen years of professional experience in design and art direction primarily within the entertainment industry. Proven track record of creating marketing assets that attract attention and drive traffic. Seasoned scriptwriter and digital content producer who believes storytelling to be an integral part of the design process.

Track record of meeting demanding deadlines, communicating effectively with team members and leading by example.

— Areas of Emphasis —

- Content Development
- Digital, Print & Production Design
- Branding/ Maintaining IP integrity
- Creative writing / copywriting
- Web Development / UX
- Vector based, 2D Animation
- Pitch decks / Key Art
- Social Media Marketing

EXPERIENCE

Art Director / Designer - Just For Laughs (2014- 2019)

Designer and content producer responsible for art to support the festival, individual comics and the 4 day comedy conference ComedyPro. Developed comprehensive initiatives that encouraged greater engagement and increased visibility on JFL's social media networks.

<http://hahaha.com> and <http://comedypro.hahaha.com>

Designer / Content Producer - Producers Guild of America (2017-2018)

Responsible for branding the ProducedBy Conference in NY and Los Angeles and providing social media support.

Development Designer - Blue Ice Pictures (2019)

Responsible for key art and packaging for an award winning independent film and television production company.

<http://blueicepicturesl.com>

Art Director- GreenHat Digital (2012-2018)

Responsible for developing and producing content for interactive digital media and print, including key art for films, web graphics, animation, digital apps, custom website designs.

<http://greenhatdigital.com>

Creative Director/ Producer - HeartHat Entertainment - (2015-2018)

Responsible for conceptualizing show ideas and creating tear-sheets and pitch bibles to support the vision of the producers.

<http://hearthatentertainment.com>

Sr. Designer MITACS / University of British Columbia (2010 - 2012)

Web development, character design, UI and animation for *Mathamaze*, an online video game for elementary school students.

www.mitacs.ca

Creative Director – Jackpot Games, Vancouver 2006 - 2008

In charge of the creative department for a global online gaming company. Responsibilities included branding sportsbooks and poker rooms with unique identities, developing websites, gaming UI, television, print and web marketing campaigns.

<https://www.jackpotdigital.com/>

Creative Director – TooFar.TV (2008 –2014)

Creative Director responsible for the implementation of unique creative strategies and marketing campaigns to help promote the Canadian comedy scene and individual stand-up comics.

www.toofar.tv

Multimedia and Visual Design Instructor, UBC 2003 - 2006

Taught visual design and internet publishing courses to continuing studies students.

Responsibilities included; teaching software from the Adobe Design Suite along with basic visual design, layout and color theory classes.

EDUCATION

Bachelor of Fine Arts – Concordia University

Graduate of Multimedia and Internet Publishing Program – University of British Columbia

References available upon request