



**WarrenBeishir.com**

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Brooklyn, NY

Truly engaging design begins with curiosity, personal passion, sound strategy and an experienced eye. That's what I've brought to my work throughout my career — crafting distinctive, creative campaigns for some of the city's most high-profile productions, events and institutions. I strive to realize, manage and responsibly direct the creation of compelling key art, unlocking the magic within the Broadway brand narratives I've helped build. I believe that leadership begins with fostering clear communication, artistry, craftsmanship and emotional intelligence.

## PROFESSIONAL EXPERIENCE

SPOTCO, New York, NY

### **Art Director** (2018 - Present)

- + Elevated into abruptly vacated position and partnered with Creative Director to conceptualize and direct full campaign for *Beetlejuice*, which broke several box office sales records in its first year
- + Generate strategically sound ideas, setting visual tone and mood, complementing and amplifying the narrative, and elevating brands both existing (*Little Shop of Horrors*) and new (*Scotland, PA*)
- + Collaborate with Executive Creative Director on vision from brief to end user, including photo shoots through web and social media campaigns
- + Partner proactively with copy and account teams to foster, conceptualize and implement impactful ideas for both new business pitches and existing campaigns
- + Ideate and innovate with online and social teams on interactive deliverables for winning pitches such as “build a beat” for *American Utopia* and “boss button” for *Magic Mike* on Broadway
- + Present to internal, existing client and new business audiences
- + Cultivate lasting collaborative client relationships in the theatrical and arts communities

### **Advertising Design Manager** (2014 - 2018)

- + Oversaw advertisement art direction and brand for Lincoln Center Theater, including design and execution of assets; ensured all design work was on-brand and on-strategy
- + Mentored designers, fostering culture of creative inclusion and team-building
- + Effectively managed multiple projects, coordination of resources and tight deadlines
- + Produced and directed work for a range of online and offline mediums
- + Provided on-press proofing for high-profile print deliverables

### **Senior Designer** (2011 - 2014)

- + Created final advertisement design, print and web collateral, and outdoor and front-of-house assets for Tony® Award-winning Broadway musicals and plays
- + Established and managed brand guidelines for Broadway events and cultural institutions
- + Conceptualized 360° photo-shoot for *The Great Comet*, showcasing customization of Imperial Theater and performances in the fully immersive theater experience, which became cornerstone of Tony voter package

WARREN-B STUDIO, New York, NY

**Design & Illustration Services** (2000 - 2015)

- + Provided design, brand identity and implementation expertise across web and print media
- + Ideated and storyboarded creative solutions, collaborating with clients and designers on campaign direction, development and production
- + Developed designs, mechanical constructions, prototyping and material solutions for custom retail package manufacturing

BROOKLYN CHILDREN'S MUSEUM, Brooklyn, NY

**Workshop Instructor** (2002 - 2009)

- + Collaborated with Director of Collections on development of creative art-making workshop that highlighted artifacts from the museum's extensive archive
- + Planned and taught workshop for visitors ages eight and older interested in exploring cultures through art, storytelling, history and materials
- + Created and maintained x-pplorersclub.com, an interactive website for workshop participants to review galleries of their work, further explore links and resources on that month's cultural artifact and view calendar of upcoming explorations

**Exhibition Designer** (2007 - 2009)

- + Designed "Cabinet of Wonders" to showcase the museum's collection of permanent and rotating artifacts and to act as an anchor for the permanent Collection Central Gallery of the Brooklyn Children's Museum
- + Coordinated with administrators, project manager and builders on an interactive gallery space including multiple stations where children learn about cultures through hands-on experience with artifacts via puzzle solving, listening activities, and creating their own works of art

EDUCATION

The School of Visual Arts / Illustration as Visual Essay / MFA

University of Kansas / BARCH Design with honors

EXPERTISE

MAC OS X; Adobe Creative Suite - Illustrator, Photoshop, InDesign, Acrobat Pro; Microsoft Office: Word, Powerpoint, Excel; extensive knowledge of printing techniques, hand drawing, hand lettering, type setting, and prototyping. Workflow software: Basecamp, Harvest, Slack. Limited knowledge of After Effects, html. Strong communication skills. Interests include Animation, Architecture, Education, UX design.

CLIENTS SERVED

**Arts & Theater:** Warner Bros. *Beetlejuice*, *Josh Groban's Great Big Radio City Show*, David Byrne: *American Utopia*, *Little Shop of Horrors* (2019), *A Christmas Carol* (Broadway), *The Play That Goes Wrong*, *Michael Jackson: The Musical*, Roundabout Theatre Company, *Chicago*, *Rent*, Lincoln Center Theater, NY Botanical Garden, *Waitress*, *The Great Comet of 1812*, *Fun Home*, *The Elephant Man*, *Something Rotten*, *A Gentleman's Guide to Love and Murder*, *Once*

**NYC Favorites:** Serendipity 3, Chelsea Market, local mom and pop shops

**Fortune 500 companies:** Revlon, Disney/Hyperion