

Kingsley Harden

Senior Art Director

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Los Angeles, CA
Remote / Hybrid / On-Site

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About

Senior Art Director with 15 years of experience leading teams through insightful, clear, and concise direction, along with meticulous adherence to brand guidelines and best-in-class quality control.

My leadership philosophy is to listen more than speak, and to show rather than tell. I believe the best leaders measure their success by how well they mentor and empower their teams to excel, ultimately cultivating new leaders in their own domains.

Software

EXPERT LEVEL: Adobe After Effects | Adobe Photoshop | Adobe Premiere | Amazon Deadline | Autodesk Maya | Chaos Vray | ChatGPT | ComfyUI | Discord | Google Slides | Maxon Redshift | Microsoft Teams | Midjourney | NIM | Slack | Stable Diffusion | Zoom

INTERMEDIATE LEVEL: Adobe Dreamweaver | Adobe Substance Painter | Agisoft Metashape | Amazon AWS EC2 Render Farm | Confluence | Da Vinci Resolve | Figma | Jira | Maxon Cinema 4D | Microsoft Excel | The Foundry Nuke | Unity | Unreal Engine

Skills

PROJECT & CAMPAIGN MANAGEMENT: Artistic Strength Evaluation | Asset Management Systems | Customer Insights | Data Analysis | Data Driven | Demand Generation | Digital Marketing | Digital Pipeline Innovation | Market Research | Marketing Planning | Performance Reporting | Strategic Planning | Workflow Improvement

CREATIVE & DESIGN: Adobe Creative Suite | Animatics | Animation Direction | Brand Management | Color Scripts | Compositing | Concept Art | Creative Branding | Design Standards | Design Systems | Editing | Generative Art | Graphic Design | Iterative Design | Layout | Lighting | Motion Design | Motion Graphics | Photography | Presentation Decks | Production Art | Prototyping | Quality Control | Rendering | Social Media Marketing | Storyboards | Style Frames | Typography | Visual Comps

COLLABORATION: Client Management | Creative Ambassador | Cross-Functional Coordination | Relationship-Building | Render Wrangling | Stakeholder Management & Engagement | Team Leadership

Experience

Freelance Client Services / Senior Art Director

JULY 2023 - PRESENT, REMOTE

Working with diverse teams and clients to fulfill their creative needs. Leveraging the power of AI to increase efficiency and quality of work. Clients include Apple, Meta, Lumen, NHL and Mercury Insurance.

Fanatics Candy Digital Collectibles / Creative Director

OCT 2021 - JUN 2023, REMOTE

Led a team of 10 artists, delivering premium digital assets (NFT) to enthusiasts of MLB, Netflix, Nascar, Getty, and WWE. Our triumphs were evident through fan engagement and sell-out purchases of our collectibles. Notably, we secured a Webby Honoree for an Alternate Reality Game in collaboration with Stranger Things Season 4. Our achievements were driven by seamless teamwork and process optimization. My team always asked: "how can we do more with less?" The answer was in leveraging the newest AI technology tools and implementing a seamless pipeline built on Prism and Python scripting.

Ayzenberg / Senior Art Director

MAY 2014 - SEP 2021, PASADENA, CA

Served as Senior Art Director at Ayzenberg, spearheading 3D animated campaigns for renowned brands including Microsoft, Xbox, Disney Jr, Oculus, Facebook, Amazon, Adult Swim, Pokemon, Minecraft, and Marvel. Our achievements were underscored by hundreds of millions of YouTube views and consistently satisfied clients. Our success was driven by a team built on trust and knowing our reliability was unwavering.

42 Entertainment / Art Director

NOV 2012 - APR 2014, BURBANK, CA

As a member of a compact team of 3D artists, I Art Directed impactful campaigns for 5 Gum, Ford, Sony's 'Infamous' video game, Mall of America, and Cartoon Network. The approach was detail-oriented, prioritizing asset quality through meticulous After Effects compositing and purposeful concept art. A dedication to quality was pivotal in pushing the team to higher accomplishments.

Shadedbox Animations / Junior Art Director

OCT 2010 - OCT 2012, PASADENA, CA

Passionate career in Art Direction began as a 3D generalist intern at a local animation studio. Clients included Disney Jr., 5 Gum, and Mattel. As a generalist, I had the opportunity to work in each department, I gained a comprehensive understanding of the entire animation pipeline. Within a year, due to my first hand knowledge of the process and my strong communication skills, I was promoted to Junior Art Director.

Education

Art Center College of Design / BFA Illustration / Ent. Arts

SEP 2004 - APR 2009, PASADENA, CA

During my undergraduate studies at Art Center, I acquired a robust foundation in visual storytelling encompassing storyboarding, painting, drawing, and Maya animation. The skills I honed through this rigorous program have thoroughly prepared me for the dynamic realm of commercial entertainment services.

Awards

Webby / Honoree / 2023 / [Netflix Stranger Things - I Am Hell's Master](#)
Clio / Gold Winner / 2021 / [Pokemon - 25 Years of Memories](#)
Clio / Silver Award / 2021 / [Microsoft Xbox - Mini Fridge](#)