

# DAVID KATZ

CREATIVE DIRECTOR

DAVIDKATZCREATIVE.COM

## CONTACT

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## EXPERIENCE

**Creative Director**

**HTC Vive**

2022 - Present

Concept, pitch, and develop launch creative for global marketing campaigns.

**Director of Creative Marketing**

**Industrial Color**

2020 - 2022

Lead the development and execution of digital strategies, driving agency growth through high impact video campaigns, email marketing, and paid media.

**Sr. Digital Artist**

**AT&T**

2019 - 2020

Develop 2D/3D concepts and digital strategy for national marketing campaigns, live events, and in-store experiences. Craft launch creative for the HBO Max debut.

**Creative Director  
Lead Artist**

**Create a Ripple**

2018 - 2019

Lead a team of animators, editors, and 3D specialists to create captivating launch campaigns and national advertisements.

*Clients: Samsung, Bank of America, TMRW*

**Virtual Reality  
Content Creator**

**Sensorium**

2016 - 2018

Produce & design branded Virtual Reality experiences and immersive art pieces  
Shoot, Stitch, Edit, Composite 360 Footage

*Clients: Fox, Google, MoMa, Samsung*

## EXPERTISE

Cinema4D  
After Effects  
Premiere Pro  
Unreal Engine  
Unity  
Photoshop  
Indesign  
Marketo  
Salesforce  
HTML & CSS  
Wordpress

## EDUCATION

UNIVERSITY AT ALBANY, GRADUATED CUM LAUDE

Information Science and Business Administration