

Ethan Fletcher

Design Director

Contact

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www.fletcherz.com

About

With 10 years of experience leading and executing projects across a wide range of industries, I bring clarity, strategy, and aesthetics to the work I take part in.

I believe:

- Great work comes from great collaboration.
- Design should be useful and beautiful.
- Planning for the future means success in the present.

Skills

Project Management

Branding & Identity

Web / Graphic / Print Design

UX / UI Design

Tools / Software

Adobe Creative Suite

CSS / HTML / JavaScript

Asana / Basecamp

Wordpress

Familiarity with major AI tools

Education

Ithaca College

Major: B.S. Emerging Media

Minors: Computer Science, Web Development, Game Design

Experience

Attention Span Media

2016 - Present

Design Director

2023 - Present

Responsible for creating and managing multiple bold, insight-driven campaigns, projects, and initiatives simultaneously, and ensuring projects reinforce clients' core missions.

Senior Designer & Developer

2018 - 2023

Led work on campaigns, products, and initiatives from preproduction to final delivery (on multiple projects concurrently) while completing day-to-day design duties.

Graphic Designer

2016 - 2018

Executed day-to-day marketing tasks, including website, graphic, and print design, and creating and managing marketing campaigns.

FILMUP

Front-End Developer

2015 - 2016

Responsible for all initial front-end development at www.FilmUp.co, an award-winning startup.

Select Awards / Recognitions

Project	Organization	Award Category
Future of Health Report	Communicator Awards	Visual Appeal
Hometown Food Security Mobile App	Anthem Awards	Best Use of Technology - Humanitarian Action & Services
Future of Recreation, Travel, & Hospitality	Communicator Awards	Overall Design & Creative Data Presentation
CulinaryNXT Branding	Communicator Awards	Best Corporate Identity / Logo
AttentionFWD.com	Communicator Awards	Visual Appeal / Aesthetic (Websites)