Sean Gresens

CREATIVE LEAD

Chicagoland Area, IL

A passionate and innovative creative lead based in the Chicagoland area with over 20 years of design experience, 10+ of those in team management and creative direction. I'm an Emmy-nominated, Webby and Promax award-winning design leader with a career built on developing fresh, thoughtful content across the digital marketing landscape.

As an empathetic and collaborative manager, I take pride in mentoring designers and watching them grow into confident, accomplished creatives. I bring exceptional skills in communication, critical thinking, problem-solving, and brainstorming, along with a proven track record of streamlining workflows, optimizing processes from concept to delivery, and leading high-impact campaigns that drive strong results.

I'm looking to bring my experience and leadership to a forward-thinking team where I can contribute to continued creative and strategic success while helping to elevate design operations at scale.

Experience

Marketing & Creative Director

Hausch & Company

Chicagoland Area, IL
Apr 2024 - Present

▪ Responsibilities include overseeing all aspects of internal and external marketing operations, including branded merchandise, event planning and registration, multi-division budget and calendar management, and company social media presence.
▪ Lead designer and content creator for digital and print collateral—presentations, brochures, mailers, product logos, social media graphics, and client-facing materials.
▪ Manage all internal communications and design needs across HR, training, operations, and events, ensuring consistency and brand alignment.
▪ Own copywriting for marketing and promotional campaigns, maintain the company website and external platform listings, and support Dynamics-related initiatives.
▪ Plan and execute in-person experiences for client visits and employee events.
▪ Lead bi-weekly marketing meetings and manage project workflows, communication, and marketing strategy via Teams channels and project boards.

Design Director & Audio/Video Producer

Freelance / Self-Employed

Chicagoland Area, IL
Dec 2021 - Mar 2024

Worked across entertainment/music, hospitality, events, food & beverage, education, and healthcare industries, delivering design direction, branding, marketing assets, original content creation, and business strategy.

Senior Art Director

NBC Universal (Late Night - Digital)

New York, NY
Feb 2016 - Dec 2021

▪ Led digital creative direction for NBCUniversal's Late Night properties, including Saturday Night Live (SNL), The Tonight Show Starring Jimmy Fallon, Late Night with Seth Meyers, and A Little Late with Lilly Singh.
▪ Managed the in-house design team and was responsible for art direction, project management, and brand identity across digital platforms.
▪ Oversaw creation of digital marketing assets, short-form video content, live design coverage during SNL, interactive campaigns, UI/UX design, social media graphics, promotional merchandise, and animation.
▪ Directed and produced on-site video shoots, ensuring creative alignment with overarching brand strategy.
▪ Developed and maintained comprehensive brand style guides and ensured consistency across all design channels.

Art Director

truTV (Turner Broadcasting)

New York, NY
Jan 2013 - Jan 2016

▪ Directed digital design strategy across truTV's original programming and brand identity efforts.
▪ Managed the digital design team and provided art direction for key art, show logos, animation, experiential events, and full-funnel marketing campaigns.
▪ Led the redesign and execution of truTV's website and mobile apps, focusing on UI/UX, accessibility, and cross-platform responsiveness.
▪ Collaborated with production and marketing teams for out-of-home campaigns, billboard placements, social media branding, and digital promotions.
▪ Oversaw on-site production for photo/video shoots and established style guides for network-wide consistency.

Senior Designer

MTV Networks

New York, NY
Aug 2006 - Dec 2012

▪ Delivered creative leadership across digital marketing, branded content, and UI/UX for MTV's digital presence and show campaigns.
▪ Led design for web experiences, digital assets, microsites, and promotional content for all franchises
▪ Facilitated art direction for branding projects and managed execution of creative from initial concepts to final deliverables.
▪ Designed for multi-platform initiatives including interactive features, mobile content, and social media campaigns.
▪ Partnered with marketing and development teams to align visual storytelling with campaign goals and audience engagement strategies.

Cameraman / Editor / Podcast Cohost / Writer

Metal Injection

New York, NY
Dec 2007 - Jan 2015

Responsibilities include cohosting a weekly live podcast, filming live concerts and band interviews, blog writing, interviewing bands, graphic design, and editing video footage.

Designer

Warner Bros Online

Los Angeles, CA
Mar 2005 - Dec 2005

▪ Created interactive and digital marketing materials for WB shows, films, and brands.
▪ Designed mobile content, banner ads, award promos, and interactive experiences.

Designer

Warner Bros Studios

New York, NY
Mar 2004 - Dec 2004

▪ Developed digital marketing design for studio films and publicities.
▪ Designed placeholder websites, Apple QuickTime pages, and HTML-based promo assets

Production Assistant / Designer

Austin Bewsey Studios

Cincinnati, OH
Mar 2003 - Dec 2003

Responsibilities included photographer assistance; set assembly, prepping, and disassembly; digital photography; digital photo manipulation; general gaffer tasks; set maintenance and lighting assistance.

Education

BS in Digital Design

University of Cincinnati / DAAP

Cincinnati, OH
Aug 2001 - May 2006

Skills

▪ Proficient in Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects), Final Cut Pro, Microsoft Office, and a range of project and workflow management tools.
▪ 10+ years of experience managing designers and creative teams.
▪ Extensive creative, art, and design direction experience with expertise in UI/UX for web and app design, short-form video, motion graphics, and animation.
▪ Deep understanding of branding and marketing strategy across social, digital, out-of-home, and live event platforms.

Awards

▪ Three-time Emmy nominee for digital/social marketing work on Saturday Night Live; two-time Webby Award winner for MTV Awards Show digital campaigns; multiple Promax and advertising award wins across NBCUniversal, truTV, and MTV Networks.