

Gabriel Drozdov

Designer & Art Director

EMAIL gabrieldrozdov@gmail.com

PHONE 914.815.2709

PORTFOLIO gabrieldrozdov.com

Education

Rhode Island School of Design, Providence, RI Class of 2024
Master of Fine Arts, Graphic Design

Wesleyan University, Middletown, CT Class of 2019
Bachelor of Arts, Computer Science and Theater, GPA 3.7/4.0

- *Honors in Theater*, concentration in performance theory and sound design.
- *Rachel Henderson Prize*, one of 3 recipients awarded for outstanding impact on theater community.
- Designed university monogram by winning logo submission contest with entry garnering over 3,000 community votes.

Experience

Freelance Designer & Art Director, New York, NY Aug. 2019 – Present

- Spearheaded digital-first branding for Williamstown Theatre Festival's 2021 season by designing show key art in conjunction with a custom-made website program replacing traditional print marketing.
- Developed identities, animations, microsites, and print materials for over a year of Central Synagogue programming covering their High Holy Days, new virtual initiatives, and donor appeals.
- Directed and executed visual identity for Williamstown Theatre Festival's 2020 season through 6-month design process culminating in key art and title treatment for 7 productions, a season brochure, and an animated sizzle reel.
- Conceived brand identity for independent jeweler CleverlyCo. including logo, voice, aesthetic, and product photography.
- Collaborated with Lab/Shul for full year as chief designer on all marketing and ceremonial materials.
- Consulted with Dramatists Guild for over 2 years on hundreds of graphic and video projects spanning branding, web design, social media, and content production.

Freelance Designer & Art Director, New York, NY May – Aug. 2019
Lead Graphic Designer

- Supervised design team of 2 by delegating tasks using Asana and mentoring on challenging projects.
- Orchestrated seasonal branding identity and motion guidelines used for all digital and print marketing.
- Engaged patrons with several weekly newsletters and designed over 40 promotional animations.
- Assembled 52-page programs for 7 shows and oversaw extensive company-wide proofing process.

Dramatists Guild, New York, NY Jul. – Sep. 2018
Membership & Creative Affairs Intern

- Scripted, storyboarded, animated, and sound designed sizzle reel to promote membership benefits.
- Analyzed brand materials to compile style guide and expand on company's visual language.
- Programmed 8 membership web pages premiering new visual elements and iconography.

The 24 Hour Plays, New York, NY Jun. – Aug. 2017
Web & Graphic Design Intern

- Initiated rebranding and premiered visual language by developing and deploying company website.
- Produced all print and digital marketing assets including posters, programs, and ads for 3 productions.
- Authored documentation for visual language style guide and maintenance of website back-end.

Skills

Design: Branding, Identity Systems, Visual Direction, Motion Design, Web Design, Print + Digital Marketing, Generative Art, 3D Printing

Software: Webflow, Photoshop, Illustrator, InDesign, After Effects, Premiere, Figma, Rhino 3D/Grasshopper, Processing/p5.js

Sound: Production (Ableton Live, Logic Pro), Composition (Finale, Sibelius, Dorico), Live Engineering/Mixing