

ETHAN CARPENTER

Multidisciplinary Creative Designer creating cohesive brand experiences across digital, print video, social, and experiential design, with a focus on visual storytelling and cross-channel campaigns aligned with business objectives.

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ethancarpenterdesign.com

EXPERIENCE

Avantik, Pine Brook, NJ — Creative Designer

MAY 2023 - PRESENT

- Lead cross-channel creative campaigns across digital, print, social, email, presentations, video, product marketing, and experiential environments, translating complex ideas into engaging visual communications.
- Create visual storytelling for product launches, educational initiatives, corporate communications, events, and brand campaigns through graphics, motion, video, and presentation design.
- Partner with sales, product leadership, and cross-functional stakeholders to translate business objectives into user-centered creative solutions and branded experiences.
- Manage projects from concept through production and delivery, including environmental graphics, video, motion design, and trade show creative while maintaining brand consistency, vendor relations, and deadlines.

The Bridge Church, Hamilton, NJ — Digital Director

AUGUST 2022 - MAY 2023

Produced and directed video content, live streams, presentations, event signage, social media, and promotional campaigns, creating engaging digital and in-person brand experiences.

Play by Play Productions, Princeton, NJ — Associate Producer

NOVEMBER 2019 - JULY 2022

Designed broadcast graphics, edited video, produced social content, supported live sports productions, and collaborated with clients to deliver engaging on-air and digital experiences.

EDUCATION

Rutgers University, New Brunswick, NJ — B.A., School of Communication & Information | 2021

Google, Remote — UX Design Certificate | 2023

SOFTWARE

Adobe Photoshop
Adobe InDesign
Adobe Premiere Pro
Adobe Illustrator
Adobe After Effects
Adobe Firefly AI
Figma
Canva
Microsoft Office Suite
Envato AI

CREATIVE SKILLS

Videography
Video Editing
Graphic Design
Print Design
Digital Design
Environmental Design
Art Direction
Branding
UI/UX
Presentation Design
Social Media
Product Labeling
Voiceover

LANGUAGES

English (Native, Fluent)
Brazilian Portuguese (Fluent)