



C. EVAN METCALF JR.

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WORK EXPERIENCE

CEM Design, Burbank, CA Graphic Designer (2015—present)

- Corporate design, brochures, banner ads, and catalogs.
- Social media promotion and design.
- Trade-show marketing and branding design including guest announcements, environmental displays and truck-side advertisements.
- Book and periodical design, digital touch-up and restoration.
- Packaging design, concept and mock-ups.
- Style guide production (Harry Potter, Minions 8-bit, Dreamworks Infant.)
- Top Clients: **MAD Events • Mondo Tees • Geek Riot Media • Shout! Factory • Boom! Studios Gentle Giant Studios, Ltd • Beverly Hills Teddy Bear • Heavy Metal Magazine**

Bug-A-Salt/Skell Inc., Santa Monica, CA Creative Director (2021 — present)

- Packaging design, concept and mock-ups.
- POP and counter top displays for retailers including Bass Pro, Lowe's, and Ace Hardware.
- Project management and scheduling.
- Corporate design, brochures, banner ads, catalogs, and trade-show branding.
- Social media promotion and design.
- Style guide production and Brand positioning.

WB/DC Entertainment—Creative Services, Burbank, CA Art Director (2011 — 2015)

- Marketing Art Director for DC Collectibles including social media, product photography, promotional videos, ad campaigns, catalogs, sell sheets, showroom and POPs.
- Oversee all stages of packaging development from concept and ideation to final execution for all DC Collectibles product including action-figures, plush, statues, and prop replicas.
- Produce style-guide imagery for Creative Services for use on posters, stationary, T-shirts, glassware and other consumer products.
- Partner with key stakeholders and cross-divisional partners to align on strategies and program goals.
- Cultivate HK relationships to facilitate the production process for new packaging concepts including schedules, material, structure and pricing negotiation.
- Advance production schedule for packaging and related promotional material.
- Ensure appropriate clearances are received from necessary internal parties.

DC Comics—DC Direct, New York, NY Art Director (2004—2011)

- Design lead for all DC Direct packaging and marketing needs.
- Manage and mentor design team.
- Expand DC Direct categories to include: posters, t-shirts, stationary and glassware.
- Maintain Packaging Schedule to streamline production process and adhere to milestones.
- Develop packaging from branding-guides of licensed product for top tier partners including Blizzard Inc, Sony Playstation, Cartoon Network and WB Theatrical.
- Art direct merchandise including *The Iron Giant Statue*, *Mad Love: The Joker & Harley Quinn Collector's Set*, and *DC Cover Girls Poker Set*.
- Represent DC Direct at Sales Conventions and trade shows.
- Management of image library.

DC Comics—Sales & Marketing, New York, NY Art Director (2000—2004)

- Partner with Creative Services Department to design custom comics and ads for licensors including Burger King, San Francisco Giants, OnStar, and Lego Bionicle.
- Design all print ads, catalogs, retail point of purchase displays and retail marketing materials.

Kitchen Sink Press, Northampton, MA Sr. Designer/ Art Director (1996—2000)

- Manage Art Department and work with Editorial to handle all design and production day-to-day operations. Review portfolios for prospective talent.
- Book and trade magazine design. T-shirt, trading card production and cd catalog layouts.
- Merchandising for *Duke Nuke'm*, *The Crow*, and *The Land Before Time*.

<http://www.cevanmetcalf.com>

C. Evan Metcalf jr. is a storyteller who has a passion for graphic design and all things geeky.

Currently working as the Creative Director at a small toy company in Santa Monica. Additionally, he has curated and designed two archive editions of the PowerRangers 1990s comic books, bluray packages for Shout! Factory releases including *Earthquake*, *The Harder They Come* and *Someone To Watch Over Me*, designed Star Wars and Disney based plush figures and developed merchandise and showroom displays for Long Beach Comic Con.

He has worked as an art director at DC Comics and its current incarnation, DC Entertainment in Custom Comics, Marketing, and Packaging. As Art Director for Creative Services, he worked with company-owned properties including Batman, Superman, Wonder Woman, Green Arrow, the Justice League, and Watchmen.

He likes comic books, his PS4, 1980s horror, Prince, Godzilla films and Record Store Day. He is located in Burbank, California.

EDUCATION

Colby College,

Waterville, ME
B.A. Art History, Studio Art

UCLA Extension,

Los Angeles, CA
UX Design, Design Thinking

SKILLS

Adobe Photoshop, Illustrator, InDesign, XD, Acrobat, Quark Xpress, Premiere, After Effects, mechanical paste-up, 3-D mock-ups, UXD, Omnigraffle, Sketch Up, Word, Power Point, Keynote, and Excel.

Prioritization, delegation, responsibility, horror film esoterica and sorting record collections.