

JAMES BURAN

CREATIVE DIRECTOR

JimmyBuran@mac.com
516.672.1080
Queens, NY
JamesBuran.com

Innovative visionary. Strategic leader. Shaping brands and cultures through groundbreaking creative direction.

CREATIVE DIRECTOR

PwC Jul '18 to Present

Within the juggernaut that is PwC, change doesn't come swiftly. When I started it was the internal creative team. Now, it is multi-award winning internal creative agency with an Agency of the year award as the jewel in our crown. My creative and artistic leadership was integral to this monumental shift.

Overseeing the animation team and developing our talent globally.

Built up a network of freelance artist and vendors.

Supervised producers, associate creative directors, art directors and writers

My creative work has taken PwC to Cannes, developed new revenue streams for the firm and saves millions annually with work that would otherwise go to an external team at steeper costs. Turning complicated and dry material into creative work that focuses on story, humanity supported by analytical thinking. Collaborating with marketing team and delivering solutions to their problems.

SKILLS

Creative leadership
Strategy
Brand Development
Art Direction
Storytelling
Communication
Collaboration
Team Development
Animation
Video
UX/UI
Technology
Writing

ART DIRECTOR

PwC Oct '14 - Jul '18

Established and led a new broadcast production studio, implementing standards for design, technology and creative treatments. Collaborated with marketing and communications departments to develop creative strategic approaches to each individual project.

Developed new creative strategies that tied closely with both marketing and digital strategies. Oversaw global teams for animation, video, interactive and design. Developing work for social, interactive, video, direct marketing, events and experiential.

Led client pitch meetings. Managed multi-million dollar budgets. Developed original branded content for global distribution. Focused on storytelling and design to help achieve the best results. Also involved in day-to-day executions for storyboards, mood boards, editing, design, motion graphics, scriptwriting, copywriting, 3D, live-action directing and VFX supervision.

SOFTWARE

Adobe CC
After Effects
Premiere Pro
Animate
XD
Illustrator
Photoshop
InDesign
Maya
Cinema4D
Unreal Engine
Unity
Ventuz

CREATIVE DIRECTOR + ART DIRECTOR

Isosceles Studios Oct '09 - Jul '14

Worked closely with brands, agencies and other artists to develop creative strategies and art for global campaigns. Managed teams for design, animation, live-action/VFX, interactive, UI/UX, digital and experiential. Led client pitch meetings, managed budgets. Scaled to fit the requirement of each project. Also involved in day-to-day executions for storyboards, mood boards, editing, design, motion graphics, scriptwriting, copywriting, 3D, live-action directing and VFX supervision. Fun clients included: Sesame Street, Busta Rhymes, Kanye West, Hype Williams, Nat Sherman and Aesop.

EDUCATION

Pratt Institute
Brooklyn, N.Y.
BFA Computer
Animation and
Interactive Media
2005

ART DIRECTOR

BoomBox Aug '09 - Oct '10

Led the boutique agency's video and animation teams. Worked closely with CTO and creative director to create immersive interactive experiences. Helped to lead client facing pitches and meetings, bring in new business and solidify partnerships with current clients. Worked from concept to completion, including storyboards, mood boards, copywriting, scriptwriting, layouts, animation, editing. Clients included: Jay-Z, Delta, Random House Publishing, DirecTV and American Express.

AWARDS

Telly Awards
Multiple

ART DIRECTOR

Cablevision Jun '09 - Oct '09

Designed graphics and animation for interactive TV, video-on-demand web and broadcast. Worked closely with internal design directors and senior UX staff to create front end graphics for OOT devices.

Communicator Awards
Multiple

W3 Awards
Multiple

SR. MOTION GRAPHICS DESIGNER

Omnicom Jan '09 - Sep '09

Designed graphics and animation for interactive TV, video-on-demand web and broadcast. Worked closely with internal design directors and senior UX staff to create front end graphics for OOT devices.

Cannes Corporate
Multiple

IHAF Agency of the Year
2021

SR. MOTION GRAPHICS DESIGNER

OMD Apr '08 - Dec '08

Led productions and collaborated with the team to produce videos, animations and visual effects for presentations, awards, web and conferences. Created pre-vis designs for all video projects. Led the motion graphics team and worked closely with creative directors to visualize their ideas.

AdWeek Best Ads
2006

Warsaw Film Festival
Official Selection

ANIMATOR

Freelance/Variou Aug '07 - Oct '09

Worked with a number of different agencies and brands under a lot of different titles. Worked as an animator, illustrator, director, 3D generalist, VFX artist, VFX supervisor for TV, film, commercial and web productions. Agencies include Organic, BBDO, JWT, A Mighty Oak, Grand Street Media. Brands include Sesame Street, A&E, HBO, Hulu, Maxim, Contigo.

Martha's Vineyard Film
Festival Official Selection

Charleston Film Festival
Official Selection

Woodstock Film Festival
Official Selection

ANIMATOR & DIRECTOR

JWT Jan '06 - Aug '07

Collaborated with a small team of young like-minded artists charged with creating original content for the burgeoning YouTube platform. Designed, wrote and produced short films and series as a tool to learn about the viral nature of videos. Additionally worked with clients for broadcast commercial productions, including an award winning JetBlue ad.

Vimeo Staff Picks

CHARACTER ANIMATOR

Walsh Family Media Jun '05 - Jan '06

Brought life to 3D and 2D characters from storyboards for feature film, short films and commercials.