

# Roland Parker

## Creative & Direction

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Based in Brooklyn, NY

I am a creative director whose work spans a range of pursuits, including\* award-winning campaigns, design projects, cartoons, and artwork. As an experienced leader managing, building, and mentoring teams, my specialties include creating inspiring environments for problem-solving using a balance of strategy, insight, and humanizing craft.

My work has been recognized with Clios, Webby's, and Shortys, with features from Adweek to AdAge. I play well with others, and always welcome the thrill of collaboration.

experience

## Movement Strategy

**Creative Director** 09/24 – 05/25

Led award-winning creative across flagship accounts, driving breakthrough campaigns that elevated client visibility and impact. Key player in pitching and winning new business while strengthening existing partnerships. Hired, managed, and mentored multidisciplinary creative teams—instrumental in agency growth and cultural trajectory as it scaled from a lean startup to a 150+ strong industry presence—driven by self-led initiatives and cross-departmental collaboration.

*Clients: Looney Tunes, Warner Bros., AWS, The Boys (Prime Video), e.l.f. Cosmetics*

**Associate Creative Director** 01/22 – 09/24

Drove creative direction on concurrent accounts, independently leading campaigns and pitches. Collaborated across departments to translate strategy into compelling, highly-visible work. Provided day-to-day leadership for creative teams, balancing hands-on execution with strategic oversight to ensure clarity and quality.

*Clients: Looney Tunes, Sony, Adult Swim, Warner Bros. Discovery*

**Senior Art Director** 12/20 – 01/22

Conceptual and visual lead for award-winning digital, experiential, and social campaigns. Directed on-set productions, collaborating closely with talent, crew, and clients to bring creative vision to life across multiple types of media.

*Clients: Looney Tunes, Warner Bros. Discovery, Kith, Netflix*

**Art Director** 10/18 – 12/20

Visual direction, design, editing, and hands-on content creation for digital campaigns, OOH activations, and always-on social content, from concept through execution. Managed on-set crew, talent, and post-production work.

*Clients: truTV, Under Armour, RiceSelect, Warner Bros.*

## MMC

**Art Director** 07/15 – 06/18

Creative concept and design execution for print, digital, event, and social campaigns for global brands in the CPG and Healthcare verticals.

*Clients: Head & Shoulders, Gillette Venus, Tide, Secret, Pfizer, J&J, Acuvue*

## Pixel Dash Studios

**UX Designer** 06/15 – 09/16

Worked with creative lead to produce wireframes, screens, and graphics for flagship game titles to enhance player engagement and improve in-game navigation.

select awards

**2023 Clio Awards (x3)**

What's Up Tok? (Looney Tunes)

**2023 Clio Awards**

ACME Fools (Looney Tunes)

**2023 Clio Awards**

Global Wormageddon (Adult Swim)

**2023 Webby Awards**

Adult Swimming (Adult Swim)

**2023 Shorty Awards (x3)**

What's Up Tok? (Looney Tunes)

**2022 Clio Awards**

This is a Robbery NFT Gallery (Netflix)

**2022 Webby Awards**

Rick & Morty: An Interdimensional Social Experience (Adult Swim)

**2022 Gold ADDY**

This is a Robbery NFT Gallery (Netflix)

**2021 Clio Awards (x3)**

This is a Robbery NFT Gallery (Netflix)

*\*Full list of awards, honors, and press highlights available upon request.*

education

## Gotham Writer's Workshop

**TV Writing I & TV Writing II** 04/23 – 07/23

## Yale University

**Web and Interactive Media Intensive** 05/12 – 07/12

## Louisiana State University

**BFA Graphic Design, Dual Minors in History & Art History** 08/10 – 05/14

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But not limited to!