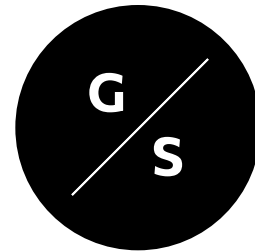


GREGORY SHEWCHUK

CREATIVE DIRECTOR / PRODUCER



PORTFOLIO

fireflower.net/portfolio
instagram.com/secretwaves

CONTACT

213.705.4458 | Ann Arbor, MI
greg@fireflower.net | linkedin.com/gregshewchuk

SUMMARY

Results-oriented creative professional specializing in storytelling, content marketing, and branding for tech, entertainment, and lifestyle companies.

Builder and leader of tactical creative teams. Strategic thinker with strong conceptual articulation and extensive experience. Empathetic, passionate, curious, and disciplined.

TOOLS

Design: Photoshop, Illustrator, Figma, Procreate (illustration), C4D
Film: Premiere, AfterEffects, Final Cut, Various digital film production gear

CLIENTS

Song United, Sweetwaters, Disney Interactive, Google, Universal, Beats, Xbox, Sony Pictures, Columbia Pictures, MTV Films, Paramount, Vans

EXPERIENCE

A2XL LLC
(Contract Production)
Detroit Metro, MI
6/2023-Present

Lead Producer / Writer / Director / Editor

Creation of 3 mini-documentaries (approx. 15min each) on Detroit based, Black-owned, tech businesses with themes of community, shared experience, and justice. Contracted by Song United.

Creation of social media and franchise/investor video content for Sweetwaters Coffee and Tea.

TRUIC
(Infotech Startup)
Ann Arbor, MI
9/2018-5/2023

Lead Producer / Social Media Manager

Privately-held information startup with an affiliate partner model. Drove subscriber and revenue growth across channels. Hired and trained members of video and marketing team. Managed in-house team of 10 and freelancers.

- Led production pipeline for YouTube channels geared toward SMBs, entrepreneurs, and startups. Grew from 0 to 100k subs, 400+ uploads, +7M views.

- Led content creation and publishing for 3 brands across social platforms. +100k weekly organic views.

- Editor of weekly newsletter with 20k subscribers.

- Developed branding, copy, and UX flows for various websites and digital products.

- Continually sought to improve processes and efficiencies across content deliverables.

EXPERIENCE CONTINUED

AXURE
(Prototyping Software)
San Diego, CA
5/2015-6/2017

Creative Director (began as Sr. Art Director)

Privately-held software developer of the top UX design tool worldwide (Axure RP). Clients include 87% of Fortune 100.

- Led strategic re-branding, website design, and marketing content through the release of RP Version 8, including a successful transition to a hybrid subscription sales model.
- Immersed in the SDLC, UX principles and prototyping, and the relevance of design thinking in technology and applications.
- Produced, directed, edited all marketing video content. Hired and managed vendors.
- Developed and wrote company bio as part of branding efforts.
- Created and illustrated "Medium Fidelity", a webcomic targeting design professionals.
- Visual Designer responsible for all graphic content for product, blog, and marketing materials.
- Developed logo design, color palette, and typography.

DISNEY INTERACTIVE
(Media Group)
Burbank, CA
7/2012-12/2014

Producer / Writer / Director / Designer

A division of the Walt Disney Company responsible for interactive media, websites and game development. Created original content in support of strategic business objectives and IP including an animated film, app, and series.

- Wrote, directed, co-produced "Blank: A Vinylmation Love Story", a 40-minute stop motion animated film. Led small team from pilot to complete production of \$1M+ budget film.
- Helped sign deal for unprecedented sponsorship by Google for Google Play Valentine's Day 2014.
- Over 140,000 5 star reviews and multiple festival awards
- Profiled in Fast Company: www.fastcompany.com/3016370
- Designed and created iOS app for Disney Interactive (+1M downloads).

FIREFLOWER LLC
(Contract Creative
Production)
1/2012-8/2018

Lead Creative / Designer / Editor

Independent studio specializing in 3D animation, motion graphics, visualization, interactive development, and creative content for private industry and media clients.

EDUCATION

Pitzer College, 1993-1994.

Major Film Studies and Eastern Philosophy. No degree.

AWARDS

"Winner - Animation", New Media Film Festival, 2014 "Best Animation", LA Shorts Fest, 2014 "Best Animation", Rhode Island Film Festival, 2014 "Winner", Time Magazine Political Cartoon Contest, 1993

VOLUNTEERING

Founder of The Land Of Plenty Skateboard Foundation (2002-2012) a non-profit providing skateboards and art equipment to underserved youth.