

# CAROLYN BELLIZZI

ART DIRECTOR | CREATIVE LEADER IN BRAND DESIGN & MOTION  
GRAPHICS | SPORTS & MEDIA SPECIALIST

## Professional Summary

Innovative Art Director with 20+ years of experience in broadcast design, motion graphics, and animation for top-tier sports media. Recognized for elevating ESPN's visual identity across live events, studio shows, and multi-platform campaigns. Expert in creative leadership, brand development, and delivering strategic, high-impact design from concept through execution. Proven mentor and collaborator with a track record of building and guiding high-performing teams.

## Specialized Skills

- Brand Identity & Visual Systems
- Cross-functional Creative Leadership
- Brand Development & Show Packaging
- Broadcast & Digital Design
- 3D Animation & Visual Effects (VFX)
- Scalable Design Solutions
- Creative Direction & Visual Strategy
- Cross-functional Team Leadership
- Brand Development & Show Packaging
- Broadcast Design & Motion Graphics
- Strategic Storytelling
- Mentorship & Team Development

## PROFESSIONAL EXPERIENCE

### ESPN CREATIVE STUDIO - BRISTOL, CT

2000 - Present

Art Director

Nov 2013 - Present

- Directed creative strategy and execution for major ESPN franchises including First Take, Sportscenter, College Baseball & Softball, LLWS, and ESPN Peloton.
- Developed editor-executed graphics systems, enabling scalable design across platforms and content formats.
- Oversaw end-to-end creative for large-scale campaigns, from visual branding and animation to live-action shoot planning.
- Led cross-functional collaboration with Animation, Layout, Post-Production, and Music teams to deliver aligned and impactful visuals.
- Presented pitch decks and design concepts to executives and external stakeholders, ensuring strategic alignment and buy-in.
- Championed innovation in motion design and storytelling, setting a creative benchmark for ESPN's visual identity.
- Mentored designers and contributed to a culture of excellence and growth within the Creative Studio.
- Honored with multiple PROMAX/BDA awards for standout creative in sports programming.

## **COORDINATING DESIGNER, MOTION GRAPHICS**

**Apr 2006 – Nov 2013**

- Led creative development for high-visibility projects across NASCAR, College Football, College Basketball, Confederation Cup, and ESPNW.
- Designed across media formats: on-air graphics, studio sets, print, 3D animation, and digital visuals.
- Pioneered design system enhancements to support agile storytelling and fast turnaround timelines.
- Directed project life cycles from concept to delivery, while collaborating with animation, edit, and graphics operations teams.
- Trained junior designers and supported knowledge-sharing initiatives to upskill creative teams.

## **GRAPHIC DESIGNER II**

**Apr 2004 – Apr 2006**

- Produced motion graphics and branding assets for live events and studio shows across ESPN platforms.
- Collaborated with internal teams to maintain design consistency across editorial, animation, and broadcast.
- Supported design development for top-tier programs such as College Football, NASCAR, and SportsCenter.
- Enhanced team efficiency by contributing to workflow improvements and template-based systems.

## **GRAPHIC DESIGNER I**

**Jul 2000 – Apr 2004**

- Built insert graphics and animations for live broadcasts, including SportsCenter and SC Deportes.
- Key contributor in ESPN's platform transition, integrating Adobe Creative Suite tools and After Effects for animation.
- Supported remote production events, trained international staff, and improved cross-border design processes.
- Delivered consistent high-quality graphics under tight broadcast timelines.

# AWARDS & RECOGNITION

- LLWS: 2016 PROMAX- Promotion, Marketing and Design Award- Art Direction & Sports Design
- First Take: 2014 PROMAX Global Excellence – Art Direction & Sports Design
- FIFA Confederation Cup: 2013 PROMAX Silver
- ESPN Films: 2012 PROMAXBDA Gold – Titles & Open Design
- College Gameday (Big & Rich): 2012 PROMAXBDA Silver

# EDUCATION

## **A.S. GRAPHIC DESIGN**

Tunxis Community-Technical College – Farmington, CT

# TECHNICAL SKILLS

- Adobe Creative Suite (After Effects, Photoshop, Illustrator, InDesign) • Cinema 4D • Quantel Paintbox • VIZRT
  - Autodesk Maya • Premiere Pro • Slack • Microsoft Office Suite • Canva
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