

JAMES KLOIBER

SENIOR DESIGNER | LUXURY · CULTURE · ENTERTAINMENT

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PROFESSIONAL SUMMARY

Senior Designer with 15+ years of experience developing campaigns, brand identities, motion-driven creative, and digital experiences across luxury, entertainment, cultural, and corporate brands. Known for visual storytelling, concept development, typography, and cross-platform execution spanning digital, social, OOH, experiential, and event environments.

PROFESSIONAL EXPERIENCE

FREELANCE DESIGNER | ANIMATOR (INDEPENDENT) | MAY 2025 – PRESENT

Partnering with agencies and studios on design and production across luxury, lifestyle, and culture.

- Designed and animated social, display, and motion-driven campaign assets for Joopiter.
- Developed digital campaign creative across social and display channels for lifestyle and real estate clients through Watson & Co
- Adapted Uber OOH campaign visuals across high-visibility billboard placements.
- Designed and restructured executive presentations and visual narratives for Potential Energy, improving hierarchy, storytelling, and overall communication effectiveness within established brand systems.
- Executed campaign creative and production design for L'Oréal, developing assets within established brand systems and campaign frameworks.

SENIOR DESIGNER | SOTHEBY'S | MAY 2017 – FEBRUARY 2025

Core creative contributor on a globally recognized luxury brand for nearly eight years, developing visual identities, campaign systems, digital marketing creative, presentations, and cross-platform campaigns across global markets while maintaining exceptional brand consistency and creative excellence.

- Supported creative for major estate, exhibition, and single-owner collection campaigns across digital, print, environmental, and exhibition touchpoints, ensuring consistency across global communications.
- Designed and executed creative for APEX: The Stegosaurus across OOH, print, digital, and social, supporting one of Sotheby's most significant Natural History exhibitions and auctions.
- Executed creative for The One, a landmark single-owner collection sale, across OOH, digital, and print.
- Built and evolved scalable visual systems, campaign toolkits, and brand guidelines that enabled consistent storytelling and creative execution across global teams and channels.
- Partnered closely with marketing, strategy, exhibition, sales, and leadership teams to develop visually compelling creative solutions aligned with business objectives and audience engagement goals.

FREELANCE ART DIRECTOR / DESIGNER / ANIMATOR (INDEPENDENT) | JULY 2013 – APRIL 2017

Partnered with agencies and studios on campaigns for major entertainment and media brands across digital, social, and motion formats – balancing fast-turn production with strong conceptual thinking.

SELECTED BRANDS & AGENCIES

ABC Television, WGN America, Comedy Central, MTV, Universal Pictures, FOX, Dow Jones/Barron's and others

MAUDE | SENIOR DESIGNER | JUNE 2010 – JULY 2013

Developed integrated digital campaigns for entertainment and lifestyle brands.

SKILLS & TOOLS

Creative: Brand Identity · Campaign Development · Visual Storytelling · Concept Development · Motion Design · Typography · Art Direction · Digital Design · Social Campaigns · Experiential Design · OOH · Visual Systems · Cross-Platform Creative Production

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects) · Figma · Keynote · Premiere · Final Cut Pro · Google Web Designer · Workfront · Brightspot · WordPress

AI: ChatGPT · Claude · Adobe Firefly (Generative Fill / Nano Banana) · MidJourney · Pencil (in development)

EDUCATION

The New School | Master of Fine Arts | Theatre Arts

St. Johns University | Bachelors of Science | Communications Arts

Alfred State College - SUNY | Associates of Applied Science | Computer Information Systems