

PATRICK WAJLER

Art Director & Digital Designer

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SUMMARY

Award-winning Digital Designer specializing in **branding, motion graphics, and digital content strategy**. Proven track record of driving audience engagement, growing brand presence, and producing high-impact visuals. Expertise in leading creative teams, managing campaigns, and crafting compelling assets that elevate brand identity. Passionate about innovative storytelling, design, and creating seamless digital experiences. Absorbed with all things vintage technology, coffee, and motorcycles.

EXPERIENCE

LEAD DESIGNER

NBC Sports

📅 09/2022 - Present 📍 Stamford, CT

- **Drove audience engagement**, contributing to a **480K+ subscriber increase** through compelling branded social content and digital assets.
- **Developed high-impact visual strategies** that led to **750M+ YouTube views in a single year**.
- Designed and executed **thumbnails, promotional assets, social packages, and motion graphics** to optimize digital reach and viewer retention.

ART DIRECTOR

Disembodied

📅 01/2015 - Present 📍 Nationwide

- **Led branding, design, and content strategy** for diverse clients across entertainment, sports, and technology industries.
- **Managed a network of 30+ designers, photographers, and videographers**, overseeing creative direction, project execution, and brand development.
- Specialized in **3D design, AI integration, visual identity, and motion graphics**, crafting cohesive digital experiences for brands.

GRAPHIC DESIGNER

Atlantic Records

📅 02/2020 - 05/2021 📍 Los Angeles, CA

- **Designed promotional rollouts** for artists, including **cover art, audiovisuals, and social media assets**.
- **Collaborated with major artists** (Denzel Curry, Kevin Gates, Yo Gotti) to create high-engagement visuals, leading to a **50% increase in click-through rates**.

ROLLOUT DIRECTOR

Sony Music Entertainment

📅 06/2020 - 02/2021 📍 Munich, Germany

- **Directed visual rollout strategies** for artists, developing **mood boards, promotional content, and social media assets**.
- Led creative direction for **Lil Noodle's release campaign**, generating **7.7M+ streams and 3M+ canvas views**.

(Internship) BRAND DEVELOPMENT & CONTENT STRATEGY

Pluggingtheox Management LLC

📅 01/2021 - 07/2021

(Internship) MARKETING & CONTENT STRATEGY

Bell Tower Music

📅 01/2021 - 07/2021

AWARDS



45th Annual Emmy® Award Nominee

Outstanding Public Service Content |
Hometown Hopefuls - 2024



Best in Show (Color)

Milford Photo Expo - 2022



Faze5 Top 32

Faze Clan - 2020



Outstanding Post Production

New Age Film Festival - 2017

SKILLS

Software

Ableton Live

Adobe After Effects

Blender 3D

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Adobe Media Encoder

Adobe Photoshop

Adobe Premiere Pro

Fable

Figma

Framer

Abilities

3D Design

Art Direction

Branding

Graphic Design

Motion Design

Photography

Photo Retouching

Product Design

Project Management

Public Speaking

Typography

UI Design

Video Editing

FUN FACTS



- I once rebuilt a motorcycle carburetor while waiting for a render to finish.
- I collect retro tech and own over 15 vintage cameras (it's a problem).
- I interviewed for a job an hour after a (minor) motorcycle accident... got the job.
- I made a lyric video for a band I didn't know... then became a fan.