

SHARRIEFF HALL

**Creative & Design Leader · Emmy-Winning Motion & Brand ·
Hands-On AI Art Director**

Massachusetts — Open to Relocate

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Four-time Emmy-winning creative and design leader and hands-on AI art director with 14+ years across broadcast, sports, gaming, technology, and advertising. As brand leader at Snyk, I build and scale the brand's graphic and design system and drive design automation using connectors, MCP, and APIs to orchestrate Claude and other AI tools into production pipelines. I lead as a player-coach — setting art direction, building the reusable systems and standards that let quality scale, and mentoring multidisciplinary teams — while shipping motion, brand, and campaign work myself.

CORE COMPETENCIES

Creative & Design Leadership

Scalable Design Systems

AI / MCP / API Design Automation

Brand & Campaign Systems

Motion & Broadcast Design

Team Leadership & Mentorship

Generative AI Art Direction

Concept-to-Execution

EXPERIENCE

Snyk — Senior Manager, Brand

Boston, MA (Hybrid) · Jun 2026 – Present

- Build and scale the brand's graphic and design system — reusable components, templates, and standards — so creative quality and consistency hold as output scales across the company.
- Drive design automation using connectors, MCP (Model Context Protocol), and APIs to orchestrate Claude and other AI tools into production pipelines, turning brand into repeatable, machine-assisted workflows.
- Own brand creative across every channel — experiential/event design, social video, YouTube, and digital — ensuring a cohesive brand system at company scale.
- Lead social and YouTube video programming and manage external vendors and agency partners end-to-end, aligning them to brand standards and delivery timelines.

Major League Soccer (MLS) — Director of Broadcast Design

Remote / NYC · Sep 2025 – May 2026

Now engaged on an as-needed freelance basis throughout the year.

- Led creative direction for enterprise-scale brand initiatives across broadcast, digital, social, and experiential platforms at national and global scale.
- Championed AI-assisted workflows and reusable design systems, accelerating ideation and production while maintaining brand consistency and craft.
- Managed and mentored multidisciplinary creative teams through structured reviews, feedback, and hands-on leadership.

NESN & SportsNet Pittsburgh — Creative Director / Art Director

Boston, MA · Sep 2022 – Sep 2025

- Built reusable motion design frameworks and templates, improving production efficiency and consistency by 30% across platforms.
- Led and mentored multidisciplinary teams, increasing output quality and delivery velocity by 40%.
- Directed multi-platform brand and campaign launches from concept through execution, driving 15%+ audience engagement growth.

- Integrated generative AI into look development and storyboarding, reducing iteration time while expanding creative exploration.

Hi5.Agency — Senior Motion Design Lead

Remote · Aug 2021 – Sep 2022

- Directed motion design for national advertising campaigns for Blizzard, Activision, Spotify, and Audible.
- Delivered performance-driven animation that lifted social engagement 35% across digital channels.

BAE Systems — Creative Art Director

Hudson, NH · Jun 2019 – Sep 2021

- Led real-time graphics and Unreal Engine pipelines supporting advanced visualization and simulation initiatives.
- Automated production workflows, generating \$200K+ in annual cost savings through efficiency gains and process optimization.
- Established scalable visual standards across teams, improving consistency, speed, and technical reliability.

ESPN — Motion Designer to Creative Director / VFX Artist

Bristol, CT · Jan 2012 – Jun 2019

- Directed on-air motion for flagship properties including NFL Live, SportsCenter, and MLB.
- Led multidisciplinary teams delivering feature-quality CGI and VFX for major partners including Marvel and PlayStation.
- Directed creative for high-visibility brand campaigns and premium content across broadcast, digital, and branded partnerships.
- Aligned creative execution with business goals, increasing campaign effectiveness and advertiser ROI by 25–30%.

TECHNICAL SKILLS

Leadership & Strategy: Creative & design direction, brand & design systems, team leadership & mentorship, creative operations, vendor & partner management, executive stakeholder communication

AI-Native Creative & Automation: Design automation via connectors, MCP (Model Context Protocol) & APIs; Claude / Claude Code + MCP; custom AI skill & agent building; ChatGPT / DALL-E, Midjourney, Runway, ComfyUI, Higgsfield; Python automation

Design, Motion & Real-Time: Scalable design systems, motion design, broadcast design, visual effects, Unreal Engine, After Effects, Cinema 4D, multi-platform delivery

Tools: Figma, Adobe Creative Cloud, After Effects, Cinema 4D, NUKE, Unreal Engine 5, Git / GitHub, Python / JavaScript

AWARDS & EDUCATION

- Four Emmy Awards and multiple Emmy nominations — motion, VFX, and storytelling excellence.

BA, Arts — University of New Haven | GPA 3.6 · 2012