

LOUIS CSONTOS

csontos@gmail.com | 818.219.4597 | louiscsontos.com

Brand Creative Art Director

Known for being a strategic, flexible and collaborative creative manager with career expertise in managing globally distributed teams that support the design and production of marketing assets for both print and digital channels in a fast paced, high-volume environment. Adept in leading creative campaign concepting and ideation, providing feedback and presenting to leadership. Highly skilled in understanding how business and marketing strategy influence design requirements and skilled in creating guidelines, templates, and process documents for internal and external partners.

Areas of Expertise

Management, Marketing and Brand Strategy, Visual Identity, Creative Direction, Art Direction, Copywriting, Design Systems, Logos, Photo Retouch and Compositing, CMF, fluent in Hungarian

Education

UCLA Extension
Certificate, Design
Communication Arts
Los Angeles, CA
1/2004 - 10/2007

University of
Southern California
B.S. Computer Science,
Minor: Multimedia
Los Angeles, CA
8/1998 - 5/2003

Additional Experience

TOKYOPOP
Los Angeles, CA
Sr. Designer
6/2007 - 2/2011
Southern California

Designer
11/2004 - 6/2007

Sony Interactive Entertainment Inc.

San Mateo, CA (as Sony Network Entertainment Inc., Los Angeles, CA)
Manager, Creative Studio, Global Creative Services,
12/2019 - 2/2024

Managed a globally distributed team of six designers and one copywriter that were responsible for supporting the design and production of owned and paid global marketing channels both for print and digital.

- Supported the product readiness/go to market of over 40 SKUs across the brand portfolio in FY23, which was a high-water mark for PlayStation®.
- Collaborated with internal global teams to develop and launch four to six various marketing campaigns per month in over 30 languages. PlayStation®Store promotion campaigns generated roughly \$2B in revenue annually.
- Created, designed, and maintained digital templates and guidelines for global distribution to external partners and regional offices. Strengthening relations with internal teams, improved process efficiencies, and improved brand consistency.
- Led the development of creative and production support for the new direct to consumer area of the business. Created a design system, templates, and toolkits to increase efficiency, consistency and alignment with PlayStation® brand.

Brand Creative, Manager

12/2016 - 12/2019

Managed a team of two designers, and two contractors and led creative campaigns for the PlayStation®Store in the Americas, including creating pitch decks and presenting to stakeholders.

- Led creative for PlayStation®Store Holiday Sale 2017 which at the time, was the largest grossing digital game sale with roughly \$900MM in sales.
- Supported the launch, and expansion of the PlayStation™Vue streaming TV service from an initial five major markets to nationwide.
- Collaborated with store and services marketing teams to build a world class digital commerce experience which contributed to digital game sales outpacing physical sales, and increasing brand awareness for PlayStation's services.

Sr. Designer, Brand Creative

3/2013 - 12/2016

- Created campaign to introduce PlayStation®Store in LATAM territory. Online video ad has highest number of views on LATAM channel with 2.8MM
- Developed branding and key art for PlayStation®Network original series, Conversations with Creators with Wil Wheaton, online series. 1.3MM episode views and 250MM impressions.

Designer, Creative Strategy

2/2011 - 3/2013

- Designed environmental and marketing assets for promotional events like E3, SXSW, and San Diego ComicCon to promote awareness of Sony's entertainment services Video Unlimited, and Music Unlimited.
- Coordinated with creative director to set up storyboards, mood boards, and shot lists for photo shoots.