

Sean M. Smith

Executive Creative Director · Head of Design

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PROFILE

Executive creative leader with three decades across music, culture, and brand design. I build high-performing design organizations and the systems that let them scale: partnering with C-suite leadership to turn business objectives into creative direction, and evolving iconic brands without losing what made them iconic. The range is the credential. From Rolling Stones campaigns to Pfizer design systems, the job is the same: find the brand's voice and make it impossible to mistake.

EXPERIENCE

Partner / Chief Creative Officer | ACOMPANY + Echo Designlab 2007–Present

Dual executive practice spanning enterprise product leadership (ACOMPANY) and strategic creative consultancy (Echo Designlab).

Head of Design · ACOMPANY

- Partner directly with CEOs and stakeholders to translate business objectives into creative direction across product, brand, and digital.
- Built and lead multidisciplinary teams of art directors, designers, and copywriters, scaling creative operations from focused project teams into a full design organization.
- Hands-on creative leadership: directing brand systems, creative campaigns, and product experiences rather than managing from a distance.

Selected Project: Pfizer, creating identity, iconography, sonic branding, and digital experiences for global enterprise programs.

Founder & Executive Creative Director · Echo Designlab

- Founded a strategic studio serving global brands including Pfizer, ESPN, and Rémy Martin, building brands, campaigns, and experiential and physical branded spaces.
- Direct every layer of production: leading photo and video shoots, commissioning illustration, and assembling the right team of art directors, designers, and copywriters for each brand.

Selected Projects: ESPN X Games, a living brand toolkit of 600+ marks built to flex across sports, seasons, and media; Rémy Martin, physical launch experiences and custom sales platforms.

Vice President, Creative | EMI / Virgin / Capitol 2002–2007

- Worked directly with talent worldwide as executive creative lead, building campaigns across multiple album cycles from packaging through global rollout.
- Built and led large-scale creative departments through the EMI/Virgin merger, integrating teams and creative standards without slowing release schedules.
- Directed photo and video shoots and oversaw multimillion-dollar production budgets across 360° global campaigns.

Selected Artists: The Rolling Stones, Gorillaz, Pharrell Williams, Janet Jackson

Art Director → Creative Director | The Sloan Group 1999–2002

- Led integrated campaigns for telecom, technology, media, and fashion clients, uniting brand strategy, design, and content across print, digital, and motion.
- Directed national and international productions, leading creative teams, photographers, and filmmakers to cohesive cross-channel storytelling.

Selected Clients: Verizon, MTV, Nickelodeon, Optimum, A&E

Designer → Senior Art Director | RCA Records 1992–1999

- Worked directly with artists, A&R, and marketing across multiple album cycles, driving campaigns and visual identity systems spanning packaging, advertising, and retail.
- Art-directed photography and video shoots, managing photographers, stylists, illustrators, and production teams.
- Helped establish the visual standards that guided RCA's transition from print-led packaging to early digital and retail marketing.

Selected Artists: Christina Aguilera, Elvis Presley, Dave Matthews Band, ZZ Top

SKILLS

Strategic: Design Systems Leadership · Brand Architecture · Creative Operations · C-Suite Partnership · Multidisciplinary Team Building · M&A Brand Integration

Tactical: Figma · Adobe Creative Cloud · 360° Campaign Execution · Product Design (UX/UI) · Packaging & Print · AI-Assisted Creative Workflows

AWARDS

Archive Top 200 Digital Artists (8 years) · Communication Arts (design, advertising, photography) · Webby Honoree · Gold Muse Award · AVA Digital Award · American Graphic Design Awards (7)

EDUCATION & AFFILIATIONS

B.A. Communication Arts, Syracuse University

Grammy Voting Member · Grammy Packaging Committee · Art Directors Club NY