ETHAN ANENE

GRAPHIC DESIGNER MUSIC CULTURE

ethan@stmpdwn.com Portfolio: ethnwayne.com Houston, TX

CAMPAIGN DESIGN | SOCIAL DIGITAL | WEB DESIGN | EXPERIENTIAL LIVE

PROFILE

In-house Lead Graphic Designer with 4+ years creating key art, social and digital assets, print collateral, merch, and live visuals for artists, labels, and live events. Works inside established design systems and builds new ones, partnering with label, artist marketing, merch, and live teams to ship campaigns on tight release timelines.

EXPERIENCE

STOMPDOWN

2022 – Present

LEAD GRAPHIC DESIGNER IN-HOUSE INDEPENDENT LABEL

CAMPAIGN COVER ART

- Designed single and album covers across multiple releases, developing key art concepts for integrated campaigns
- Led the visual system for each release rollout from concept through delivery, extending key art across social, digital, and print
- Collaborated across label, artist marketing, and merch to fulfill asset needs for campaign drops and tour cycles

DIGITAL WEB

- Designed and built responsive online storefronts for multiple roster artists
- Integrated merch collections into artist sites, owning the experience from product photography layout to checkout flow

MERCH PRINT PRODUCTION

- Built capsule collections aligned with album release cycles and structured SKU systems across apparel categories
- Delivered print-ready production files and tech packs for all merch lines; coordinated revisions with vendors and print partners to meet production standards

LIVE EXPERIENTIAL

- Designed LED stage visuals for touring productions, including 3 Rolling Loud stages reaching 50k+ attendees and Camp Flog Gnaw

TRUE COLORS

2022 – Present

VISUAL DIRECTOR AFROBEATS LIVE EVENT SERIES

BRAND IDENTITY SYSTEMS

- Built the full visual identity from the ground up: typography system, color palette, and brand language
- Maintain consistency across Instagram, ticketing platforms, and venue marketing

CAMPAIGNS SOCIAL

- Designed promotional campaign systems for each event drop, including social rollout and announcement assets

EXPERIENTIAL STAGE

- Designed immersive LED stage visuals and motion/static content for in-venue screens, paced to DJ sets and performance energy

SOFTWARE

ILLUSTRATOR
PHOTOSHOP
INDESIGN
AFTER EFFECTS
PREMIERE PRO
FIGMA
BLENDER
SKETCHUP

CAPABILITIES

CAMPAIGN KEY ART
SOCIAL & DIGITAL ASSETS
BRAND IDENTITY & DESIGN SYSTEMS
TYPOGRAPHY
PRINT PRODUCTION & COLLATERAL
MOTION GRAPHICS
WEB & RESPONSIVE DESIGN
STAGE & EXPERIENTIAL VISUALS
3D ANIMATION
MERCH PRODUCTION & TECH PACKS

SELECTED CLIENTS

COLUMBIA
SONY
OVO SOUND
EMPIRE
YZY
MONALEO
NAOMI SHARON
MOWALOLA

EDUCATION

TEXAS SOUTHERN UNIVERSITY
MANAGEMENT INFORMATION SYSTEMS