

PRESTON CARR

Brand Identity & IP Designer | Entertainment × Sports

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Senior brand designer with 7 years scaling global IP at Crunchyroll (Sony Entertainment) — localizing anime identities across 200+ markets and leading three company-wide rebrands. Now bringing that same systems thinking and cultural fluency to sports, gaming, and entertainment brands that need their identity to perform at the highest level.

EXPERIENCE

Senior Graphic Designer

(Crunchyroll) Sony Entertainment IP Localization & Global Brand Scale

2018 – 2025

- Designed and localized visual identities for high-profile anime IPs across 200+ international markets, navigating language, cultural, and regulatory constraints at Sony scale.
- Translated Japanese-origin brand marks into globally legible identities without losing cultural authenticity — the same challenge facing every major sports league expanding internationally.

Rebranding & Systems Leadership

- Led design on three company-wide rebranding initiatives, modernizing brand architecture and producing comprehensive style guides adopted across all global touchpoints.
- Architected reusable template systems and pitch decks that secured new campaign funding and enforced brand consistency across 50+ stakeholders.

Sub-Brand Creation & Editorial

- Conceptualized and built two podcast sub-brands from zero — Crunchycast and The Anime Effect including naming, identity, motion assets, and audience-facing rollout.
- Drove eCommerce platform creative rebrand, improving brand alignment and contributing to measurable revenue growth.

Contract Graphic Designer | Dynamo Communications

2017 – 2018

- Delivered brand and campaign design across multiple client accounts in a fast-turn agency environment.

Contract Junior Graphic Designer | Big Picture PR

2016 – 2017

- Supported visual campaign execution for PR-led initiatives, developing production fluency across print and digital.

Petroleum Supply Specialist | United States Army

2018 – 2025

- Managed jet fuel operations across three countries under mission-critical conditions, building the attention to detail and high-pressure decision-making that defines the rest of my career.

CORE SKILLS

Design: Brand Identity, Logo Design, IP Localization, Style Guides, Typography, Layout, Sub-Brand Creation

Tools: Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects), Figma

Strategy: Digital Strategy, eCommerce Creative, Cross-functional Leadership, Global Rollouts, Project Management

EDUCATION & RECOGNITION

B.S. Graphic Design — The Art Institute of California

Summit Creative Award — VRV Branding