



ANDY MATHURIN

ACD + Art Director

561.714.1585
mathurinandy@gmail.com
New York

EXPERTISE

- Creative Strategy
- Storytelling
- Storyboarding
- Art Direction
- Branding & Identity
- Graphic Design
- Management
- Content Strategy
- Social Media Management
- Production

SOCIAL



PROFILE

Over 6 years leading branding and marketing concepts with career spanning 360 campaigns for custom video, print, and web content for major worldwide brands. Energetic and a creative visionary offering demonstrated expertise in all aspects of branding and strategy, with core focus on delivering business results. An inspirational leader with excellent managing skills that include supervision of daily operations, workload management, impossible deadlines, and budgeting. Strengths are in collaborating with partners to identify and develop profitable business ventures and identifying brand voice, and creatively translating through the art of storytelling.

Successes have included winning several accounts for global business which contributed to agency being awarded Global Agency of the Year by AdAge & Adweek.

EDUCATION

06.11 Pratt Institute | Brooklyn NY
BFA Communications Design (Graphic Design)

PROFESSIONAL EXPERIENCE

09.14 Present **UM Worldwide | Manhattan, NY**
Senior Art Director + ACD

Hands-on leader of conceptual branding. Champion participant in winning new business pitches. Guiding and advising clients on high-level executions. Brands include: Hershey's, Exxon, USPS, McCormick, BMW... and more.

- Deliver against demanding brand objectives and develop creative that exceeds business needs, overseeing and managing projects from concept through completion: timelines, budgets, schedules, etc
- Client facing, leading team through the high level creative and brand implementation process
- Translate brand strategy and voice into flawlessly executed creative
- Demonstrate strong leadership motivating the team and overall agency

10.11 - 9.14 **J3 | Manhattan, NY**
Art Director

Reported directly to EVP Global Creative Director, leading custom ideas and strategy, executing exemplary art direction on all projects. Brands include: Acuvue, Clean & Clear, Tylenol, Listerine, Splenda... and more.

- Spearheaded brand strategy, creating 360 advertising campaigns for print, digital, TV, OOH in support of product launch
- Managed all internal studio development and oversaw day-to-day needs of creative department
- Led strategy and concept 35%. Hands-on execution 65%.

02.11 - 10.11 **Pow Interactive | Brooklyn, NY**
UX Designer

- Expanded corporate Identities, along with re-branding existing sites.
- Designing UX,UI and rapid prototyping for the I-pad, I-phone, Blackberry, and Google-TV.

www.PowInteractive.ne

LANGUAGES

- English
- Creole
- French

PROFICIENCY

Photoshop		96%	Acrobat		85%
Illustrator		98%	HTML 5		40%
InDesign		95%	Powerpoint		80%
Adobe Flash		46%	After Effects		72%