

KEVIN GLADWIN

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ABOUT

I am a freelance ACD Art Director based in Brooklyn, NY. My work includes a range of categories from luxury automotive and finance to fast food and packaged goods, making everything from big picture brand platforms to detail-oriented design executions. In all of my work, I take a digital-first approach and am passionate about creating advertising that is as insightful as it is visually compelling.

EXPERIENCE

ACD / Art Director, Freelance, 2018 to Present

- Built relationship with various Publicis agencies over the course of 2+ years, pitching campaigns and increasing scope of work for brands like P&G, Invisalign, iTero, Frontline Plus, Flublok, and Coffee-Mate Natural Bliss amongst others
- Transformed a month-long assignment on NyQuil into a year-long one on P&G, concepting and pitching integrated campaigns of broadcast, digital, social, and OLV for ZzzQuil Pure Zzz's, NyQuil, DayQuil, Metamucil, Vicks Children's, Align, Prilosec, and Pepto Bismol
- Created and pitched a new brand identity for iTero, including package design and art direction for their new product shoot
- Spearheaded the launch of the Invisalign app and Virtual Care Program, building a close client relationship as we developed a global campaign that helped the company navigate a time of huge disruption in 2020

ACD / Art Director, Nissan United, 2017 to 2018

- Led concepting and production of a broadcast/digital/social campaign for Nissan Rogue and Solo: A Star Wars Story, which helped increase traffic to Nissan's website by over 300% over the course of the partnership
- Oversaw visual effects by production partner Industrial Light and Magic and collaborated with director Shawn Levy to create a beautifully crafted campaign
- Designed and oversaw the development of multi-panel digital billboards covering five buildings throughout Times Square
- Concepted, pitched and produced a broadcast and social content campaign for the launch of the all-new Nissan LEAF, partnering with Jens Gelhaar at Logan Studios
- Developed, pitched, and oversaw implementation of all Nissan advertising throughout the Bridgestone Arena in Nashville, TN including the creation of a 3D anamorphic mural by muralist Juandres Vera

Sr. Art Director, StrawberryFrog, 2015 to 2017

- Joined forces with director Fredrik Bond to create a broadcast campaign that celebrates financial empowerment while also generating brand awareness around SunTrust Bank's partnership with the Atlanta Braves
- Led a team of four creatives to develop a brand identity and fully integrated campaign (digital, social, OOH, web design, national Superbowl spot) for SunTrust's financial empowerment campaign, onUp; collaborated with photographer Jake Chessum to bring the work to life
- Bridged the gap between the outgoing and incoming ECD's, serving as the agencies most senior creative. Worked closely with CCO, Scott Goodson, and helped maintain strong client relationships throughout the transition
- Developed close client and vendor relationships while overseeing a team of three creatives on the rebrand of SunTrust Private Wealth. Oversaw multiple photoshoots with photographer Mattias Edwall over a two year period

Sr. Art Director, McGarryBowen, 2013 to 2015

- Launched a new campaign for the Maserati Ghibli. Collaborated with director Raymond Bark shooting five commercials over two days in the Mojave Desert
- Concepted and oversaw execution of a fully integrated campaign of broadcast, OLV, digital, social, print, and OOH featuring Serena Williams, Nick Cannon, Olympic Fencer Tim Morehouse, and the Radio City Rockettes for Chase. Collaborated with director Brian Beletic and danced on stage at Radio City
- Developed and led a photo shoot with photographer Todd Selby for a partnership between Chase and Apple Pay

Art Director, Merkley+Partners, 2007 to 2013

- Oversaw seven broadcast shoots on Mercedes-Benz. Worked with director's Arni & Kinski, Phil Joanou, Sean Thonson, Simon McQuoid, and Anton Watts
- Concepted and produced creative, including broadcast, for the re-launch of Smart Car in the US. Following the release of our campaign "Uncar", sales rose by 95%
- Developed the launch campaign for Fuse TV. The idea was simple, position Fuse as the new home of music television. To bring the project to life I shot with photographer Ed James

Art Director, DeVito/Verdi, 2005 to 2007

- Sal DeVito was my teacher and first boss. He taught me there's always a better idea

SKILLS

Concepting, Storytelling, 360 Brand Platforms, Art Direction, Digital, Social, Video, Outdoor, Brand Identity, Logo Design, Package Design, Typography, Adobe Creative Suite, Sketch

CLIENTS

Automotive: Mercedes-Benz, Smart Car, Maserati, Nissan **Packaged Goods:** NyQuil, DayQuil, ZzzQuil, Metamucil, Vicks Children's, Pepto Bismol, Prilosec, Tic Tac, SoBe LifeWater, All Detergent, Crayola, Frontline Plus, Nutella, Miralax, Vlastic **Fast Food:** Arby's **Restaurant/Hospitality:** Marriott, Courtyard, Fairfield Inn, Mitchell's Fish Market, Legal Seafood, Ruth's Chris **Public Service:** Ad Council's Buzzed Driving is Drunk Driving Campaign, NYC Office of Emergency Management **Entertainment:** Fuse Music Channel **Finance:** Chase, SunTrust, Axa Equitable **B2B:** iTero **Health Care:** Invisalign, Fluzone HD, Mount Sinai Hospital

EDUCATION

School of Visual Arts, New York, 2005

Bachelor of Fine Arts, Advertising