

AUSTIN WHITE



ART DIRECTOR FROM FOLSOM, CALIFORNIA

EXPERIENCE

MID-LEVEL ART DIRECTOR - 360i/Dentsu Creative [2/2022 - PRESENT]

Promoted from Associate to Mid-Level AD within 360i's Social Creative Lab and stayed on the team as 360i was consolidated into Dentsu Creative. Worked primarily on Burger King and 7-ELEVEN, helping onboard BK as a new client for Dentsu and driving them forward through a major brand repositioning.

ASSOCIATE ART DIRECTOR - 360i [8/2021 - 1/2022]

Hired from intern level as an Associate AD in 360i's Social Creative Lab. Primary clients during this time were Burger King, 7-ELEVEN, and GSK Brands. Concepted and executed on evergreen content as well as larger produced pieces, including social video and campaigns.

ART DIRECTOR INTERN - 360i [6/2021 - 8/2021]

Interned as an Art Director for 360i's Social Creative Lab. Worked on briefs for clients such as 7-Eleven, SYFY, and Kroger, creating concepts and assets for a variety of social/digital channels.

FREELANCE ART DIRECTOR/DESIGNER [4/2021 - 6/2021]

Worked as a freelance art director/graphic designer for Santa Monica-based ad agency Caveat and SLC-based marketing agency MRK Collective. Worked primarily on web and logo design.

ART DIRECTOR - BYU ADLAB [8/2019 - 4/2021]

Developed concepts and made creative executions for a number of clients including BYU, BYU TV, JoJo's Chocolate, California Avocados (in association with MullenLowe LA), Under Armour, and WKNY. Additionally, designed logos and branding for a number of BYU groups, including the BYU Black Student Union and the Committee for Unnaming Buildings at BYU.

EDUCATION

BRIGHAM YOUNG UNIVERSITY CLASS OF 2021

Bachelor's Degree in Communications
Emphasis in Advertising,
Art Direction

SKILLS

Photoshop

Illustrator

InDesign

Procreate

Premiere Pro

Strong design capabilities

Creative problem solving

Strong leadership skills

Fluent in Spanish

AWARDS

2021 ONE CLUB - YOUNG ONES ADC

Bronze - Motion/Film Craft/Cinematography -
EJI "Know Us"

2021 TELLY AWARDS

Gold - Branded Content - EJI "Know Us"
Gold - Branded Content - "Screw You Right Guard"
Silver - Online Commercial - EJI "Know Us"

2021 ANDY AWARDS

Shortlist - EJI "Know Us"
Shortlist - "Screw You Right Guard"

2021 UTAH AAF ADDY AWARDS

Silver - Art Direction - Little Caesar's "Fresh Fashion"
Silver - Art Direction - EJI "Know Us"
Silver - Illustration - Lactaid "Feast Fearlessly"

CONTACT

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