



Shawn Dos Santos

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Education

The Savannah College of Art and Design
BFA Graphic Design
Savannah, GA
August 2000

Awards and Honors

- Webby Award Official Honoree
for The Ford Solution Finder
2016
- Pixact.ly Featured on Gizmodo
2014
- Design Work Instagrammed
by Questlove of the Roots
2014
- Bronze Effie for UTC Brand in the
category of Brand Reputation
2010
- Gold Effie for Electrolux Brand in the category
of Household Furnishings & Appliances
2009
- Silver New York Addy for Electrolux
Be Even More Amazing Campaign
2009
- Silver New York Addy for Cotton, Inc.
Mystery Fabric Campaign
2008
- W3 Gold Award for NIVEA
Up4Anything Dream Week Campaign
2007
- Silver Davey Award for NIVEA
Up4Anything Dream Week Campaign
2007

GALE Partners, Associate Creative Director, New York, NY

Dec 2016 - Present

As a creative lead for the Gale Partners office in New York, I inspire our creative department to craft beautiful and unique experiences that connect authentically with the audience. Obsessed with customer behavior, I go deep into data and insights to develop a strategy and appropriate 'sandboxes' for creative teams to build in. This framework allows for creativity to flourish while still remaining grounded in a solid business strategy.

Clients include: BMW, Foxwoods Resort Casino

Razorfish, Associate Creative Director, New York, NY

Nov 2010 - Dec 2016

As an Associate Creative Director with Razorfish, I am responsible for brand stewardship, client relations, and strategic thinking and innovation. I lead creative teams across a variety of digital media to best support business objectives.

Clients include: Dove, Ford, Samsung, Mercedes-Benz, AT&T Television, Smart Car, Lipton Green Tea, Ritz Crackers, Verizon, W Hotels, JP Morgan Chase

imc², Associate Creative Director, New York, NY

Jan 2011 - April 2011

As an Associate Creative Director at imc2, I was responsible for overseeing the art department across a variety of digital media and social channels. I was also responsible for leading conceptual thinking, and creative innovation.

Clients include: Dannon Light & Fit, Barilla, Malibu Black Rum, and Rosie Pope

DDB Worldwide, Senior Art Director, New York, NY

July 2007 - Present

As the lead creative on the Electrolux Appliances digital account, I was not only an integral part of the design for the largest product launch in North American history but I was also responsible for leading creative teams across a wide variety of digital mediums. From concepting and providing art direction on web video (starring Kelly Ripa) to an award winning fully interactive and immersive kitchen experience. Beyond Electrolux, I created campaigns for several brands in the digital space.

Clients include: Electrolux, Frigidaire, Anheuser-Busch, New York Lottery, Cotton, Klondike, Breyer's Ice Cream, Popsicles

Jack Morton Worldwide, Art Director (Freelance), New York, NY

September 2005 - July 2007

I was responsible for concepting, designing, and maintaining fully integrated campaigns. As such, my experience extended from broadcast graphics and set design, to out-of-home displays, and purely digital campaigns.

Clients include: NBC, MasterLock, Sobe, The Daily Show, ESPN: Cold Pizza, IBM, Computer Associates (CA), Telemundo, Fox News, Amgen

Gillette Creative Services, Art Director, Boston, MA

June 2004 - September 2006

I was responsible for establishing and maintaining the look and feel of several of Gillette's brands in the online space. As a global company, I helped create several bilingual digital and out-of-home campaigns and experiences to drive awareness of the brands. Beyond big thinking, I also mentored and directed junior creatives.

Clients include: Gillette, Duracell, Oral-B, Braun, Right Guard

Cross promotions with: NASCAR, NBC, CBS, Wal-Mart, Major League Baseball, Warner Brothers, FIFA Soccer, Universal Studios, Disney, The New England Patriots