



### **Shawn Dos Santos**

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www.shawndossantos.com

### **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

### **Razorfish, Associate Creative Director, New York, NY** Nov 2010 - Present

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

### **imc<sup>2</sup>, Associate Creative Director, New York, NY** Jan 2011 - April 2011

As an Associate Creative Director at imc<sup>2</sup>, 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