

BILLY KERSNOWSKI | CREATIVE LEADER

Primary Skills: Creative & Art Direction, 360° Design, Digital Marketing, Branding, Copywriting
Secondary Skills: Photo & Video Direction, UX Design, Merch Design, Event Design, Illustration



Experience:

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| 11/21
Present | to | Stealth Mode Start-up — NY,NY
Creative Director (Freelance) | Designing new brand assets, while working on investor communication, product prototypes, initial app designs and other collateral. |
| 11/19
11/21 | to | AT&T — NY,NY
Senior Art Director (Freelance) | Designed and Art Directed projects across AT&T digital properties, primarily ATT.com. Created a homepage redesign that increased conversions by 4-5%. |
| 07/19
11/19 | to | GoParrot — NY,NY
Marketing Director (Freelance) | Managed branding, marketing and creative for start-up in the restaurant technology space. Including Web, App, sales collateral, advertising, event artwork etc. |
| 06/18
06/19 | to | HOMER — NY,NY
Creative Director, Marketing | Led creative across all marketing channels, including TV, Digital, Web, Print, OOH, Social and Events. Managing paid campaigns, creative strategy, brand identity and creative content. |
| 04/17
11/17 | to | IBM / Watson Group — NY,NY
Creative Manager | Tasked with leading art direction, conception and design work for custom advertising solutions using data and artificial intelligence. Clients: Samsung, Elysian, Dodge, Benjamin Moore, AT&T, etc. |
| 10/15
05/17 | to | Fly4.Me — Boston, MA
Creative Director, Marketing | Led marketing efforts for this start-up drone service company. Worked closely with sales and leadership to create material for marketing, sales and events until selling the company. |
| 05/14
09/15 | to | Shazam — NY,NY
Head of Creative Services / AD | Lead a team of creatives that created ad campaigns and mobile experiences utilizing Shazam's platform and technology. Clients: Coke, Disney, Redbull, Universal, Target, Expedia, etc. |
| 02/12
03/14 | to | Criteo — NY,NY
Creative Director, US | Built and lead a team of designers responsible for creating dynamic interactive ad campaigns for this progressive ad tech company. Clients: Saks, Nike, Reebok, Lenovo, Starwood, Expedia, etc. |
| 02/11
02/12 | to | Razorfish — NY,NY
Interactive Art Director | Lead digital campaigns involving websites, rich media campaigns and social media modules primarily for Mercedes-Benz. Clients: MB, Smart, Axe, Sheraton. |
| 04/09
01/11 | to | JWT — NY,NY
Interactive Art Director | Conceptualized, designed and animated interactive advertising across multiple mediums including web, retail and digital billboards. Clients: HSBC, Rolex, Bloomberg, Microsoft, JnJ, Marine Corps. |
| 11/08
04/09 | to | McGarryBowen, GTO, Ogilvy
Art Director (freelance) | Conceived, designed and implemented interactive campaigns for as both freelance art director and senior flash designer Clients: Marriott, Chevron, Kodak, Slimfast. etc. |
| 01/05
11/08 | to | AtmosphereBBDO — NY,NY
Animation Director | Managed the creation of web and interactive projects with diverse teams involving flash design, 3d animation, film and video editing. Clients: AT&T, Snickers, Citibank, Emirates Air, GE, JnJ. |
| 07/04
12/04 | to | Macys.com — NY,NY
Art Director | Responsible for conception and design of promotional web pages and other marketing projects for macys.com. Client: Macy's internal product lines |



Education:

Bachelor of Fine Arts, Visual Communications,
American Intercontinental University
Bachelor of Theatrical Arts,
University of Southern Maine, Portland, Maine

New York, NY

| 347.531.3581



Awards:

IAC Web Award - Fed Ex - Launch a Package
Webby Award - Cingular - Make Me Dance.com
AdAge Editor's Choice - NFL Bandwagon

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