



**BILLY
KERSNOWSKI**

Art Director, Designer, Creative Leader

Primary Skills:

Art Direction
360° Design
UX Design
Digital Marketing
Branding
Copywriting

Secondary Skills:

Film & Photo AD
Merch Design
Event Design
Digital Illustration

Tools:

Adobe Suite
Figma
Sketch
HTML/JS

Awards:

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

Education:

BFA - Visual Communications
American Intercontinental University
BA - Theatrical Arts
University of Southern Maine

Work Experience:

Edward Jones - Remote
Senior UX Designer (Contract)
April 2022 - June 2024

Leading Design and UX efforts on several product teams developing new, web-based proprietary platforms used by Financial Advisors to manage client accounts and trading.

AT&T - NY,NY
Senior Art Director (Freelance)
November 2019 - November 2021

Designed and Art Directed projects across AT&T digital properties, primarily ATT.com. Created a homepage redesign that increased conversions by 4-5%.

GoParrot - NY,NY
Marketing Director (Freelance)
July 2019 - November 2019

Managed branding, marketing and creative for start-up in the restaurant technology space. Including Web, App, sales collateral, advertising, event artwork etc.

HOMER - NY,NY
Creative Director, Marketing
June 2018 - June 2019

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.

IBM / Watson Group - NY,NY
Creative Manager
April 2017 - November 2017

Hired to lead a new project involving A.I. in cars. Project cancelled but helped lead art direction and design work for custom advertising solutions using data and A.I. until finding a new position. **Clients:** Samsung, Chipotle, Elysian, Dodge, Benjamin Moore, AT&T, etc.

Fly4.Me - Boston, MA
Art Director, Marketing
October 2015 - May 2017

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.

Shazam - NY,NY
Art Director / Head of Creative Services
May 2014 - November 2015

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.



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Work Experience (Continued):

Criteo - NY, NY

Creative Director

February 2012 - March 2014

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.

Razorfish - NY, NY

Art Director

February 2011 - February 2012

Lead digital campaigns involving websites, rich media campaigns and social media modules primarily for Mercedes-Benz.

Clients: MB, Smart, Axe, Sheraton.

JWT - NY, NY

Interactive Art Director

April 2009 - January 2011

Conceptualized, designed and animated interactive advertising across multiple mediums including web, retail and digital billboards.

Clients: HSBC, Rolex, Bloomberg, Microsoft, JnJ, Marine Corps.

McGarryBowen, GTO, Ogilvy - NY, NY

Art Director (Freelance)

November 2008 - April 2009

Conceived, designed and implemented interactive campaigns for as both freelance art director and senior flash designer

Clients: Marriott, Chevron, Kodak, Slimfast. etc.

AtmosphereBBDO - NY, NY

Animation Director

January 2005 - November 2008

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.

Macys.com - NY, NY

Art Director (Freelance)

July 2004 - December 2004

Responsible for conception and design of promotional web pages, content updates and various marketing projects for macys.com.