

Philippe Diao

Art Director

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OBJECTIVE: Highly motivated, bi-lingual Art Director, eager to contribute proven skills in the dynamic and creative environment of advertising. Seeking opportunities to build customer relationships, provide solutions to business challenges and implement innovative ideas. Ready to deliver solid experience and responsibility for key clients gained through work in my family-owned ad agency. Pursuing creative interests at an early age allowed me to learn and demonstrate my artistic abilities and talents, while developing business acumen and a strong work ethic.

PROFESSIONAL EXPERIENCE:

Lápiz/Leo Burnett April 2010 – Present

Art Director | Chicago, IL

Working on U.S. Cellular, GMC, Buick, P&G, Allstate, Nintendo, pro bono and new business pitches.

La Comunidad October 2009 – March 2010

Freelance | Miami, FL

Worked on new business pitches and existing general market and multicultural clients like Converse, Best Buy, Remy Martin, Corona Extra, Modelo Especial.

Dog & Pony July 2009 – October 2009

Art Director - Freelance | Miami, FL

Creating and developing print, outdoor ads, integrated campaigns; Also designing websites, logos, brochures, direct mail pieces, email blasts, newsletters for local clients.

Branding Forces March 2009 – May 2009

Art Director - Freelance | Miami, FL

Working on launching Miami Ink's brand of kids clothes Ruthless&Toothless, creating from marketing materials like flyers, newsletters, press-kit and catalog to logos, t-shirts and skateboards designs to online and outdoor ideas.

TBWA April 2008 – June 2008

Art Director Intern | Dubai, UAE

Worked on new business pitches and existing clients such as Ajman City Centre mall, Jumeirah international luxury hotel chain, Nissan, Adidas.

Crispin Porter+Bogusky January 2008 – March 2008

Art Director Intern | Boulder-CO, USA

Worked on Burger King, Domino's Pizza and Volkswagen briefs.

OBD Publicidade December 2002 – August 2006

Art Director | Rio de Janeiro-RJ, Brazil

Worked my way from a trainee to a designer then finally an art director. Also working on the account side, dealing with clients. Worked on ads for car dealer brands such as Fiat, Nissan, Peugeot, Renault.

SKILLS:

Photoshop
Illustrator
InDesign

DreamWeaver
CSS
Flash

Photography and Studio Lighting
FinalCut Pro
FontLab Studio

LANGUAGES:

- Fluent in English
- Fluent in Portuguese
- Proficient in Spanish

EDUCATION:

▪ Miami Ad School – Art Direction Portfolio Program October 2006 – September 2008
Miami Beach-FL, USA

▪ BA Degree – Advertising August 2002 – June 2006
Univercidade (Centro Universitário da Cidade) | Rio de Janeiro-RJ, Brazil