# JULIAN MERCER

**ART DIRECTOR**

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## PROFESSIONAL SUMMARY

Art Director with 12+ years leading campaigns in advertising agencies, from concept through photography, motion, and digital rollout. Directs designers, photographers, and production partners to deliver distinctive work on brief and budget.

## PROFESSIONAL EXPERIENCE

**Associate Creative Director, Art**
**Wieden+Kennedy, Portland, OR**
Jan 2023 - Present

- Lead the visual direction of a national campaign for a footwear client across film, social, and out-of-home, working with a team of eight.
- Directed a three-day photo shoot with 14 crew members and delivered final assets two days ahead of the launch date.
- Presented concepts to client marketing leaders and secured approval of the core idea in the first round.
- Mentor four junior art directors on concept development and presentation skills through weekly critiques.

**Senior Art Director**
**Leo Burnett, Chicago, IL**
Mar 2019 - Dec 2022

- Art directed a retail holiday campaign across TV, print, and digital that the agency submitted for client review as its lead entry.
- Managed freelance designers and retouchers, reviewing each round against the brand guide to cut revisions by roughly a quarter.
- Built a shared asset library in Frame.io and Adobe Creative Cloud that shortened handoffs to production.
- Wrote creative briefs and production schedules with account teams, keeping three overlapping campaigns on their delivery dates.
- Directed motion designers on a 30-second social cutdown set and kept every version consistent with the master film.

**Art Director**
**Ogilvy, New York, NY**
Jun 2016 - Feb 2019

- Developed print and web layouts for a financial services client, keeping each piece within compliance rules while preserving a clear look.
- Partnered with copywriters to write and design 25 concepts per brief and presented the best three to the creative director.

**Junior Art Director**
**McCann, New York, NY**
Aug 2013 - May 2016

- Designed social ads, banners, and landing pages for packaged goods brands using Photoshop and InDesign.
- Prepared production files and checked proofs at press checks for six print jobs.

## CORE SKILLS

Creative direction | Campaign concepting | Adobe Photoshop | Adobe InDesign | Adobe Illustrator | Photo and video shoot direction | Brand identity systems | Presentation and pitching | Team leadership | Budget and vendor management | Typography and layout | Motion and social formats | Frame.io

## EDUCATION

**B.F.A. in Graphic Design**, Savannah College of Art and Design, Savannah, GA

## CERTIFICATIONS

Adobe Certified Professional: InDesign