JULIAN MERCER

CREATIVE DIRECTOR

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PROFESSIONAL SUMMARY

Creative Director with 12+ years leading brand, campaign, and design teams across agencies including Wieden+Kennedy and R/GA. Sets creative vision, builds brand systems, and guides designers and writers to work that wins clients and stays on budget.

PROFESSIONAL EXPERIENCE

Creative Director Mar 2023 - Present
Wieden+Kennedy, Portland, OR

- Lead a team of 14 designers, writers, and producers on integrated campaigns for consumer brands, from pitch through final delivery.
- Presented concepts to client executives and won three new accounts in two years, adding an estimated $4M in annual billings.
- Hired and developed six creatives, with two promoted to associate creative director within 18 months.

Associate Creative Director Jun 2021 - Feb 2023

- Introduced a weekly crit and brief-review process that reduced late-stage rework and brought project overruns down by about 20%.
- Defined a modular brand system for a retail client, giving regional teams a toolkit that cut agency production requests by a third.
- Coached art directors on presenting work, improving first-round approval rates on client concepts from about half to nearly three quarters.

Associate Creative Director Feb 2018 - May 2021
R/GA, New York, NY

- Directed digital and video campaigns for technology clients, overseeing concept, art direction, and production for 25 launches.
- Partnered with strategy to turn research into creative platforms, supporting a campaign that raised unaided brand recall by 9 points.
- Managed production budgets up to $600K with producers and vendors, finishing most projects within 5% of the approved estimate.

Senior Art Director Jun 2016 - Jan 2018
Leo Burnett, Chicago, IL

- Art directed print, out-of-home, and web work for packaged goods brands, contributing to two shortlisted regional award entries.
- Created layouts and style guides that gave global offices consistent typography, colour, and photography rules across 12 markets.
- Supervised photo and film shoots on location, keeping crews and talent on schedule while protecting the original concept.

Art Director Aug 2014 - May 2016
Ogilvy, New York, NY

- Designed print and social ads for financial services and telecom clients, presenting two concepts per brief to account teams.
- Prepared storyboards and mood boards for television spots and worked with producers to keep shoot days on plan.

CORE SKILLS

Creative direction | Brand systems | Campaign concepting | Art direction | Team leadership | Client presentations | Budget management | Storytelling | Typography | Design critique | Production oversight | Creative strategy | Hiring and mentoring | Photography direction

EDUCATION

B.F.A. in Graphic Design, Rhode Island School of Design, Providence, RI

CERTIFICATIONS

Adobe Certified Professional in Visual Design | AIGA Professional Member