

## STEVE WHITTIER CREATIVE DIRECTOR ART DIRECTOR / [swhittier.com](http://swhittier.com)

Domestic and international experience in the traditional and digital space as an Art Director and Creative Director for leading brands in the lifestyle, outdoor sports, youth marketing, fashion, automotive, mobile and entertainment industries.

March 2016-Present Freelance Creative Director. New York, NY  
2015-2016 Group Creative Director, Code and Theory. New York, NY  
2014-2015 Executive Creative Director, Digital, SelectWorld. New York, NY  
2012-2013 Executive Creative Director. R/GA. New York, NY  
2010-2012 North American Integrated Creative Director. Y&R. New York, NY  
1999-2010 VP/CD Factory Design Labs. Denver, CO  
1998-1999 CD Leo Burnett. Kyiv, Ukraine  
1995-1998 ACD Karsh & Hagan. Denver, CO

### CURRENT AND HISTORICAL CLIENT LIST

Nike, Land Rover, Audi of America, Mercedes Benz, The North Face, Napapijiri, Oakley, Palmer Snowboards, Revo Sunglasses, Airwalk, Converse, Brine Lacrosse /Soccer, Gregory Backpacks, Scarpa Boots, Hot Tuna Surf, Rawlings, Rossignol, Coty, Olay, Maybelline, Fekkai, Coca Cola, Tetra Pak, Del Monte, Xerox, GE, Jump Mobile, MCI, P&G, Phillip Morris, Killington Mountain, Copper Mountain Resort, Winter Park, Resort, P&G, McDonalds, The Sports Authority, Boa Technologies, The Screen Actors Guild, MPAA, Sony Pictures, Bravo, Touchstone, Universal Studios, Paramount Pictures.

### DETAILS

Currently Freelancing as a Creative Director/Art Director leading pitches and campaign for NYC and US based agencies.

### HIGHLIGHTS

At Code and Theory ran the Global and Maybelline digital AOR, leading the new business effort in winning the global Essie digital AOR.

For SelectWorld I was brought in to build the digital offerings for the agency. I was the first ECD for the agency focusing on integration, 360 and digital campaign development. I managed projects out of both NY and LA.

For nearly 2 years previously I freelanced as a Creative Director/Art Director. Leading design and branding assignments for various agencies and brands in the US and abroad. Assignments have been in digital, social, advertising, film and editorial space. This time exposed me to multiple ways to work and approach an assignment as well as experiencing a variety of different management styles

My role as Executive Creative Director on the Nike account at R/GA NY was in leading the digital brand team in launching the new Nike Plus updates and the creation of the Nike Social Response Lab for the NCAA 2012 final four.

At Young & Rubicam NY my role as Integrated Creative Director on the Land Rover USA business had me direct the creative efforts across multiple channels including the traditional, broadcast, digital and the direct to consumer space. My position was unique as I lead a unified team from both Y&R NY and Wunderman NY in developing solutions to move the brand. Additionally my role encompassed working with the Global Land Rover team/ Global Creative Director in the UK developing digital and traditional efforts in launching the new Range Rover Evoque and Range Rover Sport models.

From 1999 to 2010 I have had the opportunity to work with a talented group of people and grow Factory Design Labs from an 11 person design shop to a 100 person plus full service agency with a national client roster that includes Audi of America, Oakley, The North Face, Revo, Aspen and Killington Resorts. In my tenure the agency has seen revenue growth from \$1 million in 1999 to \$26 million in 2009 and in the process managed the growth of the Creative Department from 4 to 26 people.

Previous to Factory I was brought into Leo Burnett Kyiv as Creative Director to take an existing Creative Department of 3 native speaking Ukrainians executing projects that involved only translating Western European creative into Ukrainian. In the year I was there we grew the department to 9 people. Our client mix changed to us pitching, concepting and executing original creative concepts in all disciplines for a roster of clients that included Fanta, P&G, Tetra Pak and Coca Cola.

### AWARDS

British D&AD Pencil  
Cannes Silver (3)  
Cannes Bronze (3)  
Webby Awards  
Clio Awards  
One Show Silver & Merits  
One Show Interactive  
NY Art Directors Club Gold & Silver  
London Advertising Festival  
Communication Arts Design, Interactive and Advertising issues  
America's Funniest Commercials  
Obie Awards  
Addy Awards  
Graphis Magazine  
Archive Magazine  
NY Festivals  
Creativity Pick of the Day 05.04.1  
IAC | Best Mobile Integrated & Best Automotive Integrated  
Mobile Marketer Awards Top Ten Mobile Campaigns

### CONTACT

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