

**Seth Jablon**  
**Creative Director**

sethjablon.com  
seth@sethjablon.com  
linkedin.com/in/sethjablon  
917-407-2079

**Freelance**  
**Creative Director / Art & Design**

2018 - 2018, New York

Freelance creative and design direction, brand design, product design, and writing.

**VSA Partners**  
**Group Lead Creative Director**

2017 - 2018, New York

Group creative and design lead of IBM account including brand, marketing, product design and interactive design.

**TBWA\Chiat Day**  
**Creative Director**

2015 - 2016, New York

Creative director on Thomson Reuters, Disruption Live, Intel, and Brooklyn Film Festival. Creative lead on several new business ventures, branded content, and AOR campaigns.

**Digitas**  
**Group Creative Director**

2014 - 2015, New York

Creative director for digital product and services group. Lead pitches and helped win AOR business, lead relationships with clients, such as Pitney Bowes and American Express. Mentored creatives, helped develop the Agency D7 brand, and set up design and creative processes.

**R/GA**  
**Creative Director /**  
**Associate Creative Director /**  
**Art Director**

2005 - 2014, New York

Creative directed and art directed digital brands, product design, campaigns, and award winning sites for Google, Nike, Chanel, Microsoft, L'Oreal, and Converse. Lead creative teams and accounts, mentored designers and art directors, pitched and won new business, and built and owned relationships with clients.

**Cline, Davis & Mann**  
**Art Director**

2002 - 2004, New York

Art directed several global ad campaigns, including an award winning global campaign for Lipitor. Concepted and developed branding, designs, and campaign collateral for multiple accounts.

**Education**

College for Creative Studies  
Detroit, Michigan  
School for the Creative  
and Performing Arts  
Cincinnati, Ohio

**Awards, etc**

Art Directors Club  
Cannes Silver Lion  
Clio Silver  
One Show  
FWA

AICP  
Webby  
Finalist Penguin  
Cover Design Contest  
Addy's Judge

**Other**

Co-founder of Pillow Fort,  
a non-profit collaborative  
project created to provide  
good design for good causes.  
Published Author.