

# Bea Bueno — Associate Creative Director, Art

/BAY-YA BWEH-NO/

## Experience

### KNOWN — NEW YORK, NY

Associate Creative Director - Art

04/2022-Present

**Clients:** HBO, Universal Music Group, Amazon, AMC, Live Nation, Paramount+, Sesame Street, St. Jude, YES Network, National Women's Soccer League, Celebrity Cruises, CNN

- Responsible in client facing and fast paced new business pitches across all 360 campaigns while leading mid-level and junior creative teams on a daily basis. Continuously educated myself in current design trends and encouraged the team to explore and push their design and creative concepts.

Key Achievements:

- Created prototypes and wireframed the official House of the Dragon's website design. Lead developer and creative teams in NY and LA as well as worked weekly to update the website per episode. Resulted to taking home 2 Clios, Promax Gold and Webby for "Best Website".
- Opened Universal Music Group's first Hotel brand in Madrid. Created grand opening campaign, overall brand guidelines and global hotel signage. Currently, featured in Condé Nast as Madrid's "Best New Hotel".
- Lead team in NY and LA to build weekly Amazon digital campaign production (including web banners, website takeovers, Apple ads, Google ads, and paid social ads) for each Audible podcast set to launch from 2022-present.
- Created 2023 Yankees Opening day digital and social campaign for Yes Network. Lead creative on and off field in broadcasting a historic game where for the first time the pitch clock was used during a regular season game.

### DDB NY — NEW YORK, NY

Associate Creative Director - Art

02/2021-04/2022

Senior Art Director

10/2020-02/2021

**Clients:** Fenty, Neutrogena, Aveeno, Kroger, Royal Canin

- Lead mid-level and junior creative teams in creating inclusive designs, campaigns, and brand guidelines.
- Built client relationship through weekly communications and pitches with our Johnson & Johnson partners on incurring 360 campaigns. Resulted in campaigns featured in Vogue and Harper's Bazaar.
- Hustled and delivered a viral OOH campaign in Soho for Fenty parfum that launched in under 2 weeks.

### FREELANCE

06/2020-10/2020

Senior Art Director

**Clients:** E. & J. Gallo Winery: Fleur De Mer, Barefoot Wine, Havas San Francisco: Amgen

- Lead Barefoot Wine and Fleur De Mer's social art direction, concepts and photoshoots for Instagram, Pinterest, Twitter and company website. Built Barefoot Wine's social brand guidelines.
- Created healthcare digital and social campaigns for Amgen: Aimovig.

### EAT CLUB — REDWOOD CITY, CA

Art Director

04/2019-06/2020

**Clients:** Google, Netflix, Credit Karma, WeWork

- Produced visual designs, from concept to execution, for digital campaigns, web and mobile UX/UI, email blasts, microsites, landing pages, presentations, video, animation, lifestyle and food photography.

### GEORGE P. JOHNSON EXPERIENCE MARKETING — SAN FRANCISCO, CA

Freelance Art Director

12/2018-02/2019

**Client:** Google

- Storyboarded experiences, wayfinding, icon design and created brand identity for Google Next Conference.

### J. WALTER THOMPSON — SAN FRANCISCO, CA

Art Director

05/2018-11/2018

**Clients:** Dannon, UN Women, Campari Group: Grand Marnier & Aperol

**Treasury Wine Estates:** Beringer, Main&Vine, Sterling, 19 Crimes, and Chateau St. Jean

- Created and produced logos, masterbrand and pre-production photoshoot guidelines, storyboards, comps, prototype design guidelines, and digital campaigns. Worked on new and current business pitch work.

### ARNOLD WORLDWIDE — NEW YORK, NY

Junior Art Director

08/2015-07/2016

**Clients:** Jergens, John Frieda, Curél, Olive Garden

- Created print, TV and social ad campaigns, concepted ideas, presentation design, storyboards, logos, iconography, typography and designed global branding guidelines.
- Specialized in beauty, casting and creating pre-production presentation books for photoshoots. Worked with photographer Alexi Lubomirski in Milk Studios NY to create print and TV commercials for Jergens Global.

## Contact

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## Skills

### ADVERTISING & DESIGN

Lead Creative Teams, New Business Pitches, 360 Campaigns, Typography, Digital, Social Ads, Print, TV, UX/UI Design, User flow, Wireframing, OOH, Direct Mail, Email Blasts, Presentation Design, Video, Animation, Ideation, Storyboarding, Brand Guidelines, Logos, Illustration, Photography, Direct Photoshoots, Product Design, Publishing, Marketing, Client Facing Relationships

### SOFTWARE

- PC and MAC OS
- Microsoft Office Suite
- Adobe Creative Cloud: Photoshop, InDesign, Illustrator, After Effects
- Figma
- Google Suite
- Keynote
- HTML 5, CSS, Javascript

## Education

### ACADEMY OF ART UNIVERSITY — SAN FRANCISCO, CA

MA in Web Design & New Media

### FASHION INSTITUTE OF TECHNOLOGY — NEW YORK, NY

BFA in Advertising Design

## Recognition

### HBO | HOUSE OF THE DRAGON OFFICIAL WEBSITE

Clio Entertainment Silver "Integrated Campaign" 2023  
Clio Entertainment Bronze "Microsite | Website" 2023  
Promax Gold "Best Microsite" 2023  
Webby "Best Website" 2023

### YES NETWORK | HE SAID YES

Clio Entertainment Bronze "Social Media" 2023

### NEUTROGENA | FOR PEOPLE WITH SKIN

Vogue 2022  
Harper's Bazaar 2021, 2022

The One Club For Creativity Judge And Mentor 2020

Women Who Create Mentor 2019

### JERGENS | YOU'RE MORE THAN JUST A PRETTY FACE

The Drum.com - Us Creative Work Of The Week 2016