

CHRIS ROBERTSON

CREATIVE DIRECTOR / ART / DESIGN

experience

Creative Director 2015 - Present

BBDO: Düsseldorf, Germany

Snickers, Pedigree, Whiskas, Blau, Truefruits, Wrigley's

- Manage 15 creatives within the Mars group ranging from Art directors, designers and copywriters. Producing award winning work within the first year of hire. Won Blau Telefonika new business within the first 3 months.
- Directing TV production for all Mars production won the first Cannes lion for the current CCO, with the work from Wrigley's.

Digital Creative Director 2012 - 2015

David&Goliath: Los Angeles, CA.

Kia, BeatsbyDre, Universal Studios & California lottery

- Lead creative on all digital projects from concept through to production. Managed a team of 20 digital art directors, designers, developers and copywriters, making certain to keep projects within budget and on deadline.
- Directing the digital content to accompany the upcoming superbowl spot for Kia's new luxury car, The K900.
- Won the first FWA for the agency.
- Responsible for design of beatsbydre Solo campaign, conclusively winning the account.

Associate Design Director 2010 - 2012

Phenomblue: Los Angeles, CA.

McDonalds, DietCoke, Musicians Friend & New Business

- Managed the creative teams in both the LA and Omaha Nebraska offices.
- Responsible for recruiting and building the LA office creative team as well as account, strategy, developers, UX and Information Architects.
- Won an FWA (Mobile) award for ismellbrains.com, the first future web award for the agency.

Creative Director 2009 - 2010

JWT in Dubai, UAE & Cairo, Egypt

Audi, Kraft, Nestle, HSBC & Egypt Tourism

- Promoted from ACD to CD after 3 months.
- Head creative for the teams in the Dubai, Cairo and Lebanon offices.
- Directed all phases of creative work from concept through production/development.

education

Lynchburg College

BFA in Advertising & Marketing

Class of 1998

New England Scholl of Photography

July 2007

OTIS School of Art and Design

August 2011

skills

Adobe Suite CC

Visual Design

Sketch

Graphical User Interface

User Researcher

Interaction Design

User-Focus Design

Responsive Design

Physical Prototyping

Grid Design Layouts

User Experience Design

Brand Development

Interaction Design

awards

Richmond Show Best in Show

2 Silver Cannes Lions

1 FWA SOTD

1 FWA Mobile

5 Gold Cannonballs

2 Gold Clios

2 Gold Addy

2 Silver Clios

3 Silver Crystals

2 Silver Pencils

3 Silver Hatch Bowls

2 Bronze Pencils

2 Bronze Crystals

2 Bronze Hatch Bowls

with a dash of merits

references

www.linkedin.com/in/scotchandwater

scotch&water

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