

James Pinkerton

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EXPERIENCE

CREATIVE DIRECTOR / ART DIRECTOR / ACD

Freelance • Austin, TX & Remote • 2022-Present

Agencies: Laundry Service, Movement Strategy, General Specifics

- Led creative on numerous successful pitches.
- Conceptualized and produced digital campaign creative and integrated marketing assets.
- Managed a team of creatives while implementing a streamlined approvals system for a new client.

ASSOCIATE CREATIVE DIRECTOR

Wunderman Thompson • New York, NY • 2019-2022

Clients: Samsung, Volkswagen

- Developed and pitched an original video series and other creative ideas that grew business.
- Led efforts to develop creative concepts within cross-disciplinary teams and agencies.
- Mentored and managed creative teams from offices around the globe.

SENIOR ART DIRECTOR

McCann • New York, NY • 2015-2019

Client: Mastercard

- Developed and executed creative for award-winning TV, outdoor, integrated, and social campaigns.
- Designed, ideated, and built experiential installations with digital and VR components.

ART DIRECTOR

360i • New York, NY • 2013-2015

Clients: TOYOTA, HBO, HISTORY, A&E, Canon, Barilla, Coffee-Mate, Scotts Lawn Care

- Created cross-platform campaigns across TV, social, digital, and OOH.
- Devised and designed award-winning social/digital campaigns.
- Designed award-winning websites while collaborating on the UX.

ART DIRECTOR

Plan B Advertising • Chicago, IL • 2009-2013

Clients: Jaguar, Land Rover, Wilson Tennis, Paper Mate, Volvo, Equal

- Developed creative for numerous successful new business pitches.
- Created digital, social, print, outdoor, and TV campaigns.
- Hired, managed, and mentored aspiring Art Directors in an internship program.

CAPABILITIES

Creative Concept & Ideation

Creative & Art Direction

Photography

Campaign Development

Video Production

Social Content Creation

Interactive Design & Websites

Creative UX and Design

Branding & Identity

Design & Execution

Adobe Creative Suite

Figma & Sketch

AI & Generative Art

3D Production Coordination

Gaming & Esports

EDUCATION

BACHELOR OF FINE ARTS IN ADVERTISING ART DIRECTION

Columbia College Chicago • Chicago, IL • 2010

ACCOLADES

Clio Award, Shorty Awards, MIDAS Awards, Digiday Award

PORTFOLIO

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CONTACT

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