

Whitney Amézaga

CREATIVE DIRECTOR

Dallas, TX

Innovative art director with 15+ years' experience driving strategic creative campaigns across print, digital, and multimedia. Expertise in conceptualizing bold visual narratives and transforming marketing objectives into compelling designs. Skilled in art directing layouts, typography, photography, and branding. Adept at collaborating cross-functionally to produce high-impact advertising, marketing, packaging, and interactive experiences.

Experience

Senior Art Director

Plano, TX
Nov 2019 - Present

Samsung | MX Integrated Marketing Creative Services

- Leverage design expertise to collaborate with internal and external teams on art direction, concepting, branding, and brand guideline development.
- Effectively communicate creative vision and guide agency partners to deliver high-impact assets.
- Ensure all creative materials align with brand strategy, elevate brand identity and meet project requirements.
- Translate key messages and vision into high-quality communications from initial concept to completion

Associate Creative Director

Jul 2019 - Present

Freelance/Self-Employed

Art direction and design ranging from small private projects to full scale multi-million dollar high profile corporate clients.

Senior Art Director

Plano, TX
Oct 2016 - Jul 2019

AdvoCare Intl.

Develop and coordinate creative concepts, art direction and design for all marketing communications. Directs photo shoots for different types of campaigns - working with agency talent, as well as professional athletes and their families.

Associate Creative Director

Addison, Texas
Apr 2011 - Oct 2016

ANSIRA (formerly known as RAZOR)

- Creative marketing for: Chili's, FIAT, Baskin-Robbins, Dave & Buster's & Domino's Pizza
 - Contributes to project strategy discussions
 - Consults and leads design decisions within the creative team, agency stakeholders and clients
 - Manages and leads a team of creative Art Directors and Writers.
 - Applies information design and makes user experience decisions in design execution
 - Attends and directs photo shoots
 - Develops creative storyboards and presentations as needed
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Interactive Senior Art Director

Dallas, TX
Jan 2009 - Apr 2011

Tribal DDB Worldwide

Work in conjunction with one or more Copywriters and other Art Directors, in addition to Interaction Designers, and together provide creative solutions and executions for client's needs. Am familiar with all forms of marketing and media and am charged with creating relevant and persuasive communication design in a variety of visual styles to a wide array of target audiences. Maintains consistent knowledge of both available and upcoming technologies that can enhance client projects. Also maintains consistent knowledge of target and competitive landscape, as well as possesses excellent written and presentation skills. Clients include: AMP, Texas Lottery, Buffets Inc., Bud Light, Mountain Dew, PepsiCo, and Pepsi.

Art Director

Dallas, TX
Apr 2006 - Jan 2009

Tribal DDB Worldwide

- Creative Direction for: PRODUCT (RED), Bud Light, Nokia, American Airlines, Starbucks, Exxon Mobil, PepsiCo, Pepsi, AMP, Texas Lottery and Mountain Dew.
- Strive to do work that meets clients needs without compromising the vision.
- Innovative and conceptual with every aspect of the business.

Education

Bachelor of Fine Arts in Graphic Design

Canyon, TX
Aug 2001 - Dec 2005

West Texas A&M University

Magna Cum Laude

Awards

Awards

Amarillo Advertising Federation
Gold Addy Award, Sheep Roast 2004
Special Recognition Addy Award, Sheep Roast 2004

American Press Association
First place, Eternal Flame magazine 2004

AD/PR Merit Award
Eternal Flame magazine 2004-2005

MIXX Awards - Mobile Platform
Finalist, "AA On The Move" 2008

Adobe Site of The Day
"AA On the Move" 2008

Tribal DDB Ad Age's Global Agency Network of the Year 2008

eTail Best in Class - Social Domino's "Global Domino's Day"
2012

AAF Dallas
2014 GOLD Award Regional
2014 BRONZE Award District
What It Takes To Win a FIAT, FIAT

Graphis Design Annual 2015
Baskin Robbins In-Store
Merit

Graphis Advertising Annual 2015
FIAT Test Drive
Silver

Graphis Advertising Annual 2018
Gold
Spark Paint By Numbers

AAF Dallas 2022
Silver "Music Video"
Silver "Social Media Campaign"
Samsung Galaxy Z Flip3 X Todrick Hall
SEA Creative Director: Whitney Amezaga
Agency: Cheil USA

AAF Dallas 2022

Silver "Internet Commercial Campaign"
Samsung Galaxy Holiday Campaign
SEA Creative Director: Whitney Amezaga
Agency: Cheil USA

2022 Clio Awards
Bronze "Film Craft (Music - Adapted)"
Samsung Galaxy Z Flip3 X Todrick Hall "Flip, Fold, Snap,
Clack"
SEA Creative Director: Whitney Amezaga
Agency: Cheil USA

AAF Dallas 2023
Gold "Social Media Campaign"
Galaxy Z Flip4 Reserve Campaign
SEA Creative Director: Whitney Amezaga
Agency: Cheil USA

AAF Dallas 2023
Gold "Social Media Single Execution"
Galaxy Z Flip4 Selfie Freedom
SEA Creative Director: Whitney Amezaga
Agency: Cheil USA

UnCrush
Silver Clio - Social Media - Real-time Response
Bronze Clio – Public Relations - Real-time Response

Doechii Live on the Edge
Silver Clio - Branded Content & Collaboration/Use of Artists,
Talent & Influencers
