Shawn Miller

ASSOCIATE CREATIVE DIRECTOR - ART DIRECTION

Las Vegas, NV

Experience

Associate Creative Director

Heart & Soul Marketing

Phoenix, AZ
Nov 2024 - Present

• Manages creative teams to develop and implement creative strategies on campaigns for various clients.

• Provides art direction for campaigns on multiple clients.

Client Experience: Pinnacle Preventions, AZ Health Zone, Arizona Lottery, Freeport McMoRan, Giant Food, AZ Office of Tourism, FMS Bank, Bar-S

Creative Director

The Shipyard

San Diego, CA
Oct 2022 - Oct 2024

• Managed multiple creative teams to develop and implement creative strategies on campaigns for San Diego Tourism Authority, Vista Napa Valley and Hotel del Coronado.

Client experience: San Diego Tourism Authority, Visit Napa Valley, Hotel del Coronado, CA Grown

Associate Creative Director

OH Partners

Las Vegas, NV
2019 - 2022

• Supervised creatives and developed work for multiple campaigns on various clients and new business
• Developed the launch campaign for Virgin Hotels Las Vegas
• Campaign development for the restaurant portfolio at Virgin Hotels Las Vegas
• Campaign development for One Steakhouse
• Creative Lead for Live! Casino and Hotel properties in Maryland, Philadelphia and Pittsburgh
• Brand and campaign development for various Wynn Resorts projects
• Developed materials for the launch of WynnBET, Wynn's sportsbook app
• Brand development for GOHUNT
• New Business development

Client Experience: Virgin Hotels Las Vegas, Wynn Resorts, WynnBET, Live Casino and Hotel properties, One Steakhouse, GOHUNT, AZ Health Services

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Creative Director

Pace Communications

Greensboro NC
2018 - 2019

• Managed creative teams and developed campaigns and content throughout multiple offices for Four Seasons, AAA insurance, Wells Fargo and new business pitches
• Developed AAA campaign and content shot by Sean Baker (The Florida Project)
• Developed video content to showcase Four Seasons Pop Down event series

Client Experience: Four Seasons Hotel Group, AAA Insurance, Wells Fargo, Facebook, Grant Thornton, Waldorf Astoria

Senior Art Director

Las Vegas, NV
2016 - 2018

SK+G

• Brand development of global luxury entertainment resort brand, Inspire by Mohegan Sun
• Creative lead in brand development and advertising for Kohanaiki, a private club residential community in Hawaii
• Developed a multi-media campaign for Caroline Bay, working closely with interactive to develop website and other digital options in addition to traditional print work.
• Interface with clients to present concepts, strategy and initiate projects.
• Involved in new business pitches. Clients won were Golden Knights, Hakkasan Los Cabos

Client experience: Kohanaiki Private Club Community, SLS Las Vegas, Mount Airy Casino Resort, Maryland Live Casino, Mountainside Residential Community, W Hollywood, Konica Minolta, Gorsuch, Caroline Bay (Ritz-Carlton Reserve Residences), Boyd Gaming, Christoph Harbour, Las Vegas Golden Knights, Hakkasan

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Senior Art Director

Phoenix, AZ
2014 - 2016

LAVIDGE

• Interface with clients to present concepts, strategy and initiate projects.
• Concept development and production of various TV spots for Meritage Homes, Meritage Active Adult, McDonald's and Phoenix International Raceway NASCAR.
• Creative lead on all McDonald's business.
• Creative lead on AXON/TASER (police body cameras and non-lethal self-defense products)
• Creative lead in the development of award-winning work for Phoenix International Raceway, NASCAR.
• Part of internal committee to promote team-building, education and morale at the agency. Brought ad legend, Luke Sullivan in to present and educate the agency about innovation, creativity, branding, and marketing.
• Involved in new business pitches. Clients won were Meritage Homes and Meritage Active Adult.

Client experience: McDonald's, Meritage Homes, Meritage Active Adult, ESPN Play App, Phoenix International Raceway, NASCAR, Formula 1, AXON/TASER, Arizona Sports Radio, United Rentals, Republic Services

Senior Art Director

Cramer-Krasselt

Phoenix, AZ
2011 - 2014

• Creative lead for SRP, a Phoenix water and electric company. In charge of developing advertising campaigns and branding for numerous departments under the SRP brand as well as the overall brand.
• Concept development and production of TV spots for SRP and Toyota.
• Interfaced with clients to present concepts, strategy and initiate projects.
• Involved in new business pitches. Clients won were SRP (Phoenix water and electric), Phoenix Coyotes and Monterey ACVB

Client experience: Toyota, Zicam, MGM Grand Casino, Del Taco, SRP Utilities, AZ Science Center, Arizona Coyotes NHL, Monterey Convention and Visitors Bureau

Art Director

Dentsu America

Los Angeles, CA
2007 - 2011

• Concept development and production of various TV spots for Nissin Noodles, Bandai Power Rangers, Hass Avocados, Public Storage and Sour Punch Straws.
• Developed campaigns for various Japanese brands for Japanese audiences.
• Interfaced with clients to present concepts, strategy and initiate projects.
• Involved in new business pitches. Clients won were Red Vines, Sour Punch Straws, Nissin Noodles, Brandman University, Public Storage
• Worked closely with New York office on brands such as Canon and Toyota Corporate.

Client experience: Union Bank, California Science Center, Hass Avocados, Canon, Toyota Corporate, Domain Chandon, Beverly Center, Japan Airlines, Sage Software, Sutter Home, Bandai Toys, Nissin Noodles, Cup Noodle Brandman University, Public Storage, Red Vines, Sour Punch Straws, Square One Organic Vodka, Newton Vineyard, Calistoga Springs

Art Director

McKee Wallwork Cleveland

Albuquerque, NM
2006 - 2007

• Developed award-winning campaigns for Taos.
• Interfaced with clients to present concepts, strategy and initiate projects.
• Involved in new business pitches.
• Developed ad campaigns that were instrumental in legislation to stop smoking in public places.
• Developed a highly successful campaign to curb youth smoking.
• Concept development and production of various TV spots.

Client experience: Taos Ski Valley, New Mexico State Fair, Presbyterian Hospital, Santa Fe Center for Photography, New Mexico Health Department, Albuquerque Convention and Visitors Bureau, Mariposa Residential Community

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Freelance Art Director

Concept Farm

New York, NY
2004 - 2004

• Developed and presented ideas for a national TV campaign to promote STARZ Channel.

Art Director

Riester

Phoenix, AZ
2002 - 2004

• Interfaced with clients to present concepts, strategy and initiate projects.
• Concept development and production of various TV spots.
• Concept development and production of various advertising campaigns.
• Developed an award-winning pet adoption campaign for Phoenix Animal Control that was also picked up and used by New York and Florida animal control offices.

Client experience: California Department of Conservation, Discount Tires, Flagstaff Tourism, New York City Animal Care & Control, Valley Metro, Popular Outdoor Outfitters, Scottsdale Convention and Visitors Bureau, Arizona Science Center, Thunderbird School of Global Management

Freelance Art Director

Siltanen & Partners

Los Angeles, CA
2002 - 2002

• Concept development for TV spots for Gateway Computers and Round Table Pizza.

Freelance Art Director

Ogilvy

Los Angeles, CA
2001 - 2002

• Developed multiple packages of TV spots for Mattel products.
• Concept development and production of a TV/print campaign for the Truth Anti-Drug Campaign.

Client experience: Office of National Drug Control Policy (The Anti-drug Campaign), Washington State Anti-Smoking, Mattel (Barbie and Polly Pocket)

Art Director Intern

TBWA\Chiat\Day

Los Angeles, CA
2000 - 2000

• Concept development and production of a national outdoor campaign for Mike's Hard Lemonade
• Concept development for XM Radio
• Involved in new business pitch.

Client experience: XM Radio, Mike's Hard Lemonade, Kinko's, Hardee's/Carl's Jr.

Art Director Intern

Leo Burnett

Chicago, IL
2000 - 2000

• Concept development and presentation to client of TV for an unusually irreverent game by Nintendo, called Conker's Bad Fur Day.
• Concept development for various ad campaigns and TV spots.

Client experience: Nintendo, Kellogg's, Disney, Leo Burnett (internal)

Education

Art Direction

Miami Ad School

Miami, FL
1998 - 2000

Bachelor of Science, Advertising

University of Florida

Gainesville, FL
1993 - 1997

New section

Awards/Honors

2026 Phoenix Addys
2025 Sacramento Addys
2024 San Diego One Club Awards
2023 San Diego One Club Best of Show
2023 San Diego One Club Awards
2023 Phoenix Addys
2022 Las Vegas Addys
2021 District 15 Addys
2021 Las Vegas Addys
2020 Las Vegas Addys
2019 Las Vegas Addys
2018 North Carolina Addys
2017 Phoenix Addys
2016 Phoenix Addys
2015 Phoenix Addys
2014 Phoenix Addys
2013 Phoenix Addys
2011 Telly Award
2007 National Gold Addy
2007 New Mexico Addys Judge's Choice Award
2006 National Silver Addy
2006 New Mexico Addys
2003 Phoenix Addys
2002 Phoenix Addys
2nd Place to Represent USA in 2002 Cannes Young Creatives Competition
Show South 2000
Published in "New Design: Miami (The Edge of Graphic Design)"