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abbypak.com

ART DIRECTOR

Art Director seeking challenging opportunity to learn in the advertising field with likelihood for advancement and self- development. NYC based creative. Passionate, receptive, dependable.

SKILLS

Adobe Suite
including Premiere
and After Effects

Figma

Microsoft Office Suite
Word, Powerpoint

EDUCATION

University of Miami >> B.S. Creative Advertising

Motion Pictures Minor / August 2020 - May 2024

EXPERIENCE

Meta >> Art Director

January 2025 - Present / New York City, NY

Collaborated closely with copywriters, product designers, and marketing partners to craft cohesive creative narratives rooted in cultural insights and human connection

Directed end-to-end visual production – from moodboards and style frames to final shoots and post-production – ensuring consistent brand identity across global markets

Presented creative concepts to leadership and cross-functional partners, distilling strategic and visual rationale clearly and persuasively

Golin >> Art Director

November 2024 - Present / Dallas, TX

Collaborated with copywriters to develop creative tactics aligned with overarching campaign ideas

Partnered with ECDs to brainstorm and concept strategies tailored to client briefs

Designed high-quality comps that effectively communicated and sold creative concepts to clients

Razorfish >> Art Direction Intern

June 2024 - August 2024 / Miami, FL

Conceptualized ideas based on project briefs and collaborated in creative reviews with ECDs

Developed impactful adlobs for pitches, effectively visualizing concepts to enhance communication and strengthen presentations

Proposed and executed video & static for paid social ads

Sparo Marketing >> Graphic Design Intern

January 2024 - May 2024 / Miami, FL

Developed and updated internal brand style guide by leveraging existing assets and incorporating additional elements to enhance brand identity and consistency

Crafted engaging social media content for internal brand channels, ensuring alignment with brand guidelines and strategic objectives

The Variable >> Art Direction Intern

June 2023 - August 2023 / Winston-Salem, NC

Participated in group brainstorming in an agency setting

Collaborated on logo concepts to align with the brand's new vision and presented to clients

Demonstrated flexibility by adapting projects based on feedback received during creative director reviews

Yellow House Consulting >> Design Intern

June 2022 - August 2022 / Miami, FL

Designed curated proposal decks geared towards specific clientele to encourage collaboration

Collaborated with a non-profit to refresh and redesign their logo and brand guidelines