

# AMY MATHEU

ACD ART DIRECTOR

AMYMATHEU@GMAIL.COM

IG: @AMYMATHEU

WWW.AMYMATHEU.COM

210-722-7556

## EXPERIENCE

### ASSOCIATE CREATIVE DIRECTOR

THE MANY | LOS ANGELES | 2021 - PRESENT

Creative co-lead on Panda Express for multiple national brand and product campaigns: TV, digital video, social, influencer partnerships, in-store photography and design, out of home, digital

Awarded #1 Top Breakthrough Ad by iSpot for Panda Express TV product campaign

Helped launch and create paid and organic content for Panda Express' TikTok channel

Contributed to projects for Google and eBay

### CREATIVE

INNOCEAN | LOS ANGELES | 2021

Produced national broadcast and social campaign for launch of Hyundai Plug-in Hybrid EVs

### ASSOCIATE CREATIVE DIRECTOR

WONGDOODY | LOS ANGELES | 2020 - 2021

### SENIOR ART DIRECTOR

WONGDOODY | LOS ANGELES | 2018 - 2020

Created brand for UNC Chapel Hill study on Postpartum Depression: award-winning video, social, influencer event, identity and packaging design; The campaign helped source participants that lead to researchers proving a genetic link to PPD in mothers

Produced multiple TV campaigns for Houston Methodist Hospital, leading to their most successful year for brand recognition and brand trust

Contributed to projects for Adidas, Tinder, Honda Powersports, Cisco, The CW Network, and Hallmark

### FREELANCE SENIOR ART DIRECTOR

LOS ANGELES | 2017 - 2018

Team One, Wongdoody, Phenomenon

### SENIOR ART DIRECTOR

PITCH | LOS ANGELES | 2016 - 2017

Creative directed the rebrand of national chain, The Coffee Bean & Tea Leaf: video, OOH, product photography, point of sale, logo redesign, store design

Creative directed launch of independent hot sauce brand, Tabañero: digital video, OOH, logo redesign, product photography, packaging design, influencer content

Responsible for presenting to chief marketing officers and presidents, managing junior teams and leading creative on multiple accounts

### FREELANCE ART DIRECTOR

LOS ANGELES | 2015 - 2016

Innocean, Ignited, Siltanen & Partners

### ART DIRECTOR

FCB WEST | LOS ANGELES | 2014 - 2015

Produced global TV spot for Levi's: lead art director from concept through post-production

Art directed global campaigns for Dockers: fashion and lifestyle shoots; print and outdoor; digital video

Produced work for Air New Zealand and The Ad Council's Smokey Bear campaign

### ART DIRECTOR

CRISPIN PORTER + BOGUSKY | MIAMI | 2012 - 2014

Produced national TV campaign for Arby's

Created digital and social campaigns for Arby's, A.1. Steak Sauce and MetLife

## EDUCATION

### VCU BRANDCENTER

RICHMOND, VA | 2010 - 2012

M.S. in Mass Communications, Art Direction  
Sixty Magazine Student Editor

### TEXAS A&M UNIVERSITY

COLLEGE STATION, TX | 2004 - 2008

Bachelor of Environmental Design, Visual Studies  
Graduated Cum Laude