

Ryan Michael Shivers ~ Art Director

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Experience

Moroch

Art Director | Current

Increased lead capture rate by +250%(YOY) for Samsung HVAC. Conceived and produced Methodist Health system campaigns. Supported the new business team with presentations.

CLIENTS: Samsung HVAC, Methodist Health

Lonely Whale

Art Director | 1.5yrs

Conceived and Produced the Shawn Mendes x Tommy Hilfiger capsule collection. Directed social content for multiple Tommy Hilfiger fashion events. Developed creative material for Tom Ford's Plastic Prize. Designed the United Nations 2023 Youth Report.

CLIENTS: Tommy Hilfiger, Tom Ford, United Nations, Next-Wave Plastics, Oh-Wake Magazine

Cheil North America

Art Director | 1.5yrs

Developed Samsung's Global Holiday campaign [Silver ADDY]. Played a lead role in launching Samsung's two largest national media buys; containing over +3,000 assets.

VERTICALS: Samsung Mobile, Channel, Social, B2B

Baylor Scott & White Health

Art Director | 1.5yrs

Created brand guidelines, nurture campaigns, print and digital assets.

CLIENTS: 52 hospitals, +800 care sites, and the BSWHealth Plan

Education

University of North Texas

BA ~ Strategic Communications

Strategic Communications & Political Science

INVOLVEMENT: AAF(3 years), NSAC(2 years), Student Ad Agency(2 years)

The Audacious School Of Astonishing Pursuits

Continuing Education

An 8-week mentor program with 16-year W+K ECD Jason Bagley.

Awards

Gifts With Clout ~ Silver ADDY
Samsung North America • Art Director

NSAC AAF ~ 1st in Districts
Wienerschnitzel • Creative Director