

# shawn miller

CREATIVE DIRECTOR/ART DIRECTOR

Las Vegas, NV

## Experience

Associate Creative Director

Las Vegas, NV  
2019 - Present

### OH Partners

- 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
- Brand development for GOHUNT
- New Business development

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

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Creative Director

Greensboro NC  
2018 - 2019

### Pace Communications

- Creative lead on digital and magazine content as well as new business.
- 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

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## Creative Lead/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

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Senior Art Director

Phoenix, AZ  
2011 - 2014

## Cramer-Krasselt

- 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

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Art Director

Los Angeles, CA  
2007 - 2011

## Dentsu America

- Worked closely with New York office on brands such as Canon and Toyota Corporate.
- 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

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

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Art Director

Albuquerque, NM  
2006 - 2007

## McKee Wallwork Cleveland

- 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

New York, NY  
2004 - 2004

## Concept Farm

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

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Art Director

Phoenix, AZ  
2002 - 2004

## Riester

- 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

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Freelance Art Director

Los Angeles, CA  
2002 - 2002

## Siltanen & Partners

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

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Freelance Art Director

Los Angeles, CA  
2001 - 2002

## Ogilvy

- 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)

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Art Director Intern

Los Angeles, CA  
2000 - 2000

## TBWA\Chiat\Day

- 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.

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Art Director Intern

Chicago, IL  
2000 - 2000

## Leo Burnett

- Concept development and presentation to client of a TV spot 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

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)"