

# Whitney Cates Amézaga

CREATIVE | ART DIRECTION + DESIGN

Dallas, TX

I have experience in both print and digital, and a Bachelor's degree in Graphic Design. I have the ability to think both strategically and creatively to generate innovative ideas. Along with strong conceptual art direction skills, I am master of layouts and all the elements that go into them. I create concepts and layouts for direct and promotional marketing, package design, advertising and interactive.

I have developed websites and print elements from concept to execution, developed campaigns for a variety of clients, maintained content on a variety of websites, worked with other departments to develop strategy, worked with social media sites like Facebook and Twitter, video and photo shoots, and redesigned and redeveloped identities for major brands.

## Experience

Senior Art Director

Plano, TX  
Nov 2019 - Present

## Samsung | MX Integrated Marketing Creative Services

A integral part of SEA MX Integrated Marketing Creative Services team, and directly responsible for the overall design and illustrative/graphic/visuals of digital and print marketing materials - Digital, Retail, Online Banner Ads, Out of Home, Video, Emails and more - ensuring all are in accordance with Samsung's branding guidelines. Responsible for working with our agency partners and internal managers in other departments to translate our key messages and vision into high-quality communications, from initial concept to completion.

---

Associate Creative Director

Jul 2019 - Present

## Freelance/Self-Employed

Art direction and design ranging from small private projects to full scale multi-million dollar high profile corporate clients.

---

Senior Art Director

Plano, TX

Oct 2016 - Jul 2019

## AdvoCare Intl.

Develop and coordinate creative concepts, art direction and design for all marketing communications. Directs photo shoots for different types of campaigns - working with agency talent, as well as professional athletes and their families.

---

Associate Creative Director

Addison, Texas

Apr 2011 - Oct 2016

## ANSIRA (formerly known as RAZOR)

Develop creative concepts, design comps, websites, apps, emails, Facebook creative and concepts, Print POP, and other creative elements. Contributor to project strategy discussions. Consults and leads design decisions within the creative team, agency and with the client. Manages and leads a team of creative Art Directors and Writers. Applies information design as needed and makes user experience decisions in design execution. Demonstrates an understanding of development standards in execution of design projects. Attends and directs photo shoots for numerous clients. Develops creative, storyboards and presentations as needed. Clients include: Chili's, FIAT, Baskin-Robbins, Dave & Buster's, Domino's Pizza and Rent-A-Center

---

Interactive Senior Art Director

Dallas, TX  
Jan 2009 - Apr 2011

## Tribal DDB Worldwide

Work in conjunction with one or more Copywriters and other Art Directors, in addition to Interaction Designers, and together provide creative solutions and executions for client's needs. Am familiar with all forms of marketing and media and am charged with creating relevant and persuasive communication design in a variety of visual styles to a wide array of target audiences. Maintains consistent knowledge of both available and upcoming technologies that can enhance client projects. Also maintains consistent knowledge of target and competitive landscape, as well as possesses excellent written and presentation skills. Clients include: AMP, Texas Lottery, Buffets Inc., Bud Light, Mountain Dew, PepsiCo, and Pepsi.

---

Art Director

Dallas, TX  
Apr 2006 - Jan 2009

## Tribal DDB Worldwide

Interactive design and art direction for several accounts and clients. Strive to do work that meets clients needs without compromising the vision. Innovative and conceptual with every aspect of the business. Clients include: PRODUCT (RED), Bud Light, Nokia, American Airlines, Starbucks, Exxon Mobil, PepsiCo, and Pepsi.

### Education

Bachelor of Fine Arts in Graphic Design

Canyon, TX  
Aug 2001 - Dec 2005

## West Texas A&M University

Magna Cum Laude

### Awards

---

## Awards

Amarillo Advertising Federation  
Gold Addy Award, Sheep Roast 2004  
Special Recognition Addy Award, Sheep Roast 2004

American Press Association  
First place, Eternal Flame magazine 2004

AD/PR Merit Award  
Eternal Flame magazine 2004-2005

MIXX Awards - Mobile Platform  
Finalist, "AA On The Move" 2008

Adobe Site of The Day  
"AA On the Move" 2008

Tribal DDB Ad Age's Global Agency Network of the Year 2008

eTail Best in Class - Social Domino's "Global Domino's Day"  
2012

AAF Dallas  
2014 GOLD Award Regional  
2014 BRONZE Award District  
What It Takes To Win a FIAT, FIAT

Graphis Design Annual 2015  
Baskin Robbins In-Store  
Merit

Graphis Advertising Annual 2015  
FIAT Test Drive  
Silver

Graphis Advertising Annual 2018  
Gold  
Spark Paint By Numbers

AAF Dallas 2022  
Silver "Music Video"  
Silver "Social Media Campaign"  
Samsung Galaxy Z Flip3 X Todrick Hall  
SEA Creative Director: Whitney Amezaga  
Agency: Cheil USA

AAF Dallas 2022

Silver "Internet Commercial Campaign"  
Samsung Galaxy Holiday Campaign  
SEA Creative Director: Whitney Amezaga  
Agency: Cheil USA

2022 Clio Awards  
Bronze "Film Craft (Music - Adapted)"  
Samsung Galaxy Z Flip3 X Todrick Hall "Flip, Fold, Snap,  
Clack"  
SEA Creative Director: Whitney Amezaga  
Agency: Cheil USA

AAF Dallas 2023  
Gold "Social Media Campaign"  
Galaxy Z Flip4 Reserve Campaign  
SEA Creative Director: Whitney Amezaga  
Agency: Cheil USA

AAF Dallas 2023  
Gold "Social Media Single Execution"  
Galaxy Z Flip4 Selfie Freedom  
SEA Creative Director: Whitney Amezaga  
Agency: Cheil USA

---