

VICTORIA LYONS

ART DIRECTOR

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ABOUT

I am an Art Director/Designer from Canada currently working at TBWA\Chiat\Day. I formerly studied at Miami Ad School, with experience at top agencies including Ogilvy, R/GA and Publicis Sapient in New York City. I illustrate something I call The Towel Series and take photographs for fun.

SKILLS

Graphic Design
Illustration
Photography
Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Adobe InDesign
Adobe After Effects
Microsoft Office
Video Production
Social Media

AWARDS

YOUNG GLORY - Finalist - April 2019
YOUNG GLORY - Silver - Feb 2019
YOUNG GLORY - Finalist - Oct 2018
CROWDIATE - Finalist - Sept 2018
LIVE CLIENT PITCH - Gold - Sept 2018
TOP DOG - Miami Ad School Toronto

EXPERIENCE

TBWA \ CHIAT \ DAY, NEW YORK & NASHVILLE

Art Director | June 2021 - Present

Concepting and executing creative campaigns for Nissan across all media platforms.

PUBLICIS SAPIENT, NEW YORK

Art Director | October 2019 - May 2021

Worked on the Mercedes-Benz USA team to implement a creative approach to digital and social. Conceptualized and executed creative campaigns with a team to deliver on all social and digital platforms for the brand.

TBWA \ CHIAT \ DAY, NEW YORK

Art Director, Intern | July 2019 - October 2019

Directed and implemented a broad range of revenue-generating design projects, from conception to launch. Clients include: Adidas, Nissan, OneSandbox, Schwarzkopf, Accenture, Ajovy.

OGILVY, NEW YORK

Art Director, Intern | April 2019 - June 2019

Assisted in the design and artistic direction of a range of projects for clients and new business pitches. Clients include: Degree / Rexona, New Business.

R/GA, NEW YORK

Art Director, Intern | January 2019 - March 2019

Conceptualized and developed a graphic design system for the launch of Shopify's first brand campaign. Directed and implemented design projects for various clients including Mercedes, Samsung, and Shopify.

FUSE MARKETING GROUP

Junior Designer | Jan 2018 - June 2019

Built creative assets for clients across digital, social and experiential marketing channels. Clients include: CIBC, Fairmont, Cholula Hot Sauce, Ricola, Cashmere, Scotties, SpongeTowels, Purex, Operation Smile.

SCARLETT STREET CREATIVE AGENCY

Account Manager | 2015 - 2017

Led the strategy, sale, and execution of multi-platform video marketing campaigns. Clients include: Bell Media, Destination Canada, CBC, Tourism Toronto, ReThink Breast Cancer, IPEX Group.

EDUCATION

MIAMI AD SCHOOL

Art Direction Portfolio Program | 2018 - 2019

INTRODUCTION TO GRAPHIC DESIGN

George Brown College | Fall 2017

WESTERN UNIVERSITY

Media, Information & Technoculture | 2012 - 2016