

LIESL KADILE

Hands-on Art Director/Creative Director

WWW.LIESLKADILE.COM - PW: CONTACT ME

lieslkadile@yahoo.com - 310.567.9771

Summary of Qualifications

Creative with the following experience: 16 years in photography, 10 years in graphic design, art direction of photo, video, branding, packaging and ad campaigns, 8 years in copywriting, motion graphics and managerial creative positions. Seeking to join an in-person or hybrid team to spearhead the creation of visually inspiring solutions that satisfy demands across all media to elevate brand esthetic and amplify core messages.

Art Director - Cynosure Creative Agency. July 2022 to Present

- Manage, mentor and develop a team of 12 multi-media artists including artistic feedback, goal setting, career growth, and annual reviews.
- Lead multi-team brainstorms to develop concepts, strategy, tactics, and designs for 360 campaigns.
- Design/art direct client pitch decks, campaign styleguides, print assets, digital assets, video edits, motion graphics, 3d assets, OOH, events and more.
- Contribute to copywriting for decks, pitches, and campaign assets.
- **Clients:** Disney, Marvel, Netflix, Amazon Prime, Warner Brothers, Paramount, NBCUniversal, Hulu, HooRae Media, Generac and more.
- **Key Achievements:** Webby for social campaign Wakanda Forever. Clio for social campaign for Paper Girls. 3 Shorty Awards for Good Omens campaign, which was top performing social campaign across all Amazon.

Art Director (Contract) - Moontide Agency. April 2022 to November 2022

- Branding, logos, design, packaging, copy, storyboards, and client presentation decks. Verticals include liquor, dental, energy drinks, and health supplements.

Design Manager/Art Director - Educational Insights (Toy Company). July 2017 - April 2022

- Supervise multi-functional project teams of 8+ colleagues to develop creative and effective advertising campaigns, from ideation through final projects across all media.
- Conduct bi-annual reviews and goal-setting with direct reports. Guide their professional development.
- Produce and art direct all studio and lifestyle photo shoots including location scouting, casting, wardrobe.
- Art direct all video content. Contribute to storyboards/scripts/casting/wardrobe.
- Liase with Asian production teams. Provide feedback/markups on product development as well as packaging proofs.
- Art direct creative team on branding, print, packaging, video, event, OOH, UX/UI, web and all digital media.
- Commission artwork; negotiate costs/usage, manage completion of work, review sketches from illustrators.
- Create logos and line looks for new products and brand launches. Ensure systems are applied across all media.
- **Key Achievements:** Top 200 Ad Campaigns for Art Direction and nominated Art & Design of the Year for design by People of Play.

Associate Creative Director - iRecon Marketing. July 2016 - July 2017

- Facilitated meetings between marketing and creative leads to create, review, and clarify briefs.
- Mentored creative team.
- Art directed photo, video teams, designers, UX/UI teams and production staff to ensure proper production of campaign elements across all platforms.
- Contributed to long and short form copy for video, email, blogs, and taglines.
- Lead designer for print, packaging, and digital across all brands; established looks and styleguides for team to follow.
- **Key achievement:** Won a Telly award for commercial "Paper World."

Owner/Art Director - Liesl Kadile, LLC. 2008-2018

Strategy, design, copywriting, photography, and campaign art direction for various clients. Client list includes:

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| <ul style="list-style-type: none">• Rhea & Kaiser• Duke University• Revivogen• Digitas• The Art Institutes• Manhattan Pacific Realty | <ul style="list-style-type: none">• Schleich• Anti-Defamation League• Jigsaw Health• Gin Blossoms• Twist Out Cancer | <ul style="list-style-type: none">• CME Group• Jericho Road• Safe Routes California• Urban Initiatives• MAB Digital Marketing• Redondo Beach Fitness |
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Education

Art Institute of California

- BS in Advertising 4.0 GPA
- Valedictorian
- Alpha Gamma Chapter
- Best Portfolio

Argosy School of Psychology

- BA in Psychology 4.0 GPA
- Alpha Gamma Chapter

Otis Extension

- Advanced Motion Graphics
- Advanced Typography
- Designing for the Campaign
- Print Press Workshop

Hard Skills

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| <ul style="list-style-type: none">• Art direction• Campaign development• Research & strategy• Copywriting• UX/UI - Figma | <ul style="list-style-type: none">• After Effects & motion graphics• Photoshop• Illustrator• InDesign• Package & logo design | <ul style="list-style-type: none">• Branding• Storyboarding• Keyshot 3D• Origami BoxShot• Photography |
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Soft Skills

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| <ul style="list-style-type: none">• Team leadership• Mentorship | <ul style="list-style-type: none">• Empathy• Collaboration | <ul style="list-style-type: none">• Pro-active listening• Communication |
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***NOTE: I regularly change the password to my protected portfolio galleries. If you need passwords please contact me.**