**Nadav Markel**

**ACD/Art Director**

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**Summary**

I’m an experienced creative with extensive experience in advertising, digital media and social media.

My experience allows me to quickly grasp core concepts and shape high-level ideas into logical and strategically persuasive solutions. My combination of technical skill, conceptual abilities and storytelling experience is all brought together with design thinking and agile methodologies. In addition, my proven track record of leadership experience has given me the communication skills and vision to be flexible, collaborate and articulate solutions that inspire creatives and clients alike.

**Skills**

Art Direction, Creative Direction, Content Strategy, Copywriting, Concepting, Web design, animation, Design Development, Lean UX process, Agile Methodologies, Design Thinking, Human-Centered design, Visual Design, Information Architecture, Product Design, Interaction Design, User Flows, Graphic design, Typography, Storyboarding, presenting ideas and concepts

**Tools**

Sketch, Photoshop, Illustrator, inVision, Principle, Marvel, Microsoft Office, Keynote, Google Suite, Adobe Creative suite, Adobe XD, Adobe InDesign, Adobe After Effects, html

**WORK EXPERIENCE**

**User Experience Designer | Creative Director**

nēdl

October 2018 – November 2018 Los Angeles, United States

nēdl is an innovative startup mobile application that is a search engine for live radio. It enables listeners to search over 120,000 live radio stations by song, artist, or keyword. My role, in collaboration with my team, was to design “Car Mode”, an interface to allow the end user - drivers to use nēdl.

• Conducted and analyzed research including heuristics, C&C analysis, surveys and interviews to understand the problem with the current interface

• Conducted data synthesis including persona development and journey mapping

• Conducted usability testing with paper prototypes, leading to clickable high fidelity prototype and user flow

**Freelance Art Director**

Possible

January 2017 – April 2018 Los Angeles, United States

Possible is a global advertising, strategy and technology agency in the WPP family of agencies.

As an art director I led a creative team in the design and development of social media advertising

• Responsible for developing concepts and creative solutions that were on strategy and on brand

• Managed cross-functional teams of designers, writers and developers to ensure deliverables were up to the highest standards

• Presented work to clients and internal stakeholders

**Brands:** Microsoft, DIRECTV

**Associate Creative Director**

Protagonist

July 2014 – July 2016 New York, United States

Protagonist is an independent, boutique advertising agency that does 360 work for small to mid-sized clients. As an ACD, consulting with my CD, I was a creative lead for the agency.

• Developed brand expression and national advertising campaigns for entertainment and consumer product clients in digital, print, social media, Broadcast TV, online video, and radio.

• Planned strategy and delivered client presentations and new business pitches.

• Provided creative and strategic direction and training to junior creatives and outside production vendors.

**Brands:** NBCUniversal, Zicam, Heluva Good

**Associate Creative Director**

Big Fuel – A Publicis Agency

August 2011 - June 2013 New York, United States

Big Fuel was a large social media agency servicing some of the largest companies in the country. It eventually was folded into Digitas. As an ACD, I was responsible for the development and execution of social media campaigns.

• Responsible for all aspects of social media content and campaign development from ideation and design to production

• Ensured all work was on brand and on strategy

• Created cross-channel marketing campaigns for social channels including Facebook, YouTube, Twitter, Pinterest, Google+, and Instagram, as well as emerging platforms. **Brands:** Chevy, Samsung, Budweiser, Best Buy, State of Montana

**Art Director**

TBWA/Chiat/Day

June 2009 - August 2011 New York, United States

TBWA/Chiat/Day is a global advertising agency in the Omnicom family of agencies. As an art director I was involved in all aspects of advertising campaigns from ideation to design and production.

• led the ideation, design, presentation and production of national and global advertising campaigns, websites, and social media applications

• Ensured all work was on brand and on strategy

• Focus was on digital advertising and social media **Brands:** Skittles, Combos, Kraft, Michelin, Absolut, Birds Eye

**EDUCATION**

**General Assembly**

User Experience Design Immersive

Los Angeles, CA, United States

**School Of Visual Arts (SVA)**

Professional Studies

Advertising and Graphic design courses

New York, New York, United States

**Wheaton College**

Bachelor’s Degree

Biology

Norton, Massachusetts, United States