

# AUGUST SAGUIL

[AUGUSTSAGUIL.COM](http://AUGUSTSAGUIL.COM)  
[ASAGUIL@GMAIL.COM](mailto:ASAGUIL@GMAIL.COM)

Art Director with a demonstrated history of working in branding, advertising, production and post-production.

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## SKILLS

- Art Direction
- Creative Concepting
- Graphic Design
- UX/UI Design
- Video Editing
- Animation
- Project Management
- Post-production direction

## SOFTWARE

- Figma
- Adobe Creative Suite (InDesign, Photoshop, Illustrator, After Effects)
- Midjourney
- Keynote

## EDUCATION

### Franklin & Marshall College, 2021

B.A., Business & Psychology Joint Major

### Flatiron School, 2023

UX/UI Design

## WORK EXPERIENCE

### LLOYD&CO

Art Director

March 2023 – Present

- Develops campaign concepts and illustrates ideas through directional moodboards, brand activations, out-of-home (OOH) advertising, print media and digital channels.
- Proposes launch strategy rollouts for brand launches, detailing visual codes for each phase (teaser, pre-launch, launch, post-launch).
- Supports the CD and ACD by designing ad layouts, primary & secondary packaging, web landing pages, in-store display and creating animations to help illustrate ideas during the concepting phase.
- Designs various brand materials, including CRM email templates, company stationary and press release booklets for new product launches.
- Creates themed books showcasing artists' work, designing & managing production of dust jackets, book covers and interior pages.
- Manages and executes new content to showcase agency capabilities on website, Instagram and in capabilities decks.
- Creates final brand style guides, including logos, colors, typography and branding application guidelines.
- Re-cuts brand films for new edits based on market demands (e.g., Father's Day edit).
- Marks up and manage post-production feedback for video, still life and on-figure content.
- Provides on set direction for still-life and on-figure photoshoots.

Account Manager

May 2021 – March 2023

- Acted as the lead Account Manager on Narciso Rodriguez Parfum's global campaigns, which successfully generated \$1.2M in revenue for the agency.
- Oversaw production and post-production logistics for multiple projects, ensuring creative execution was efficient and within budget.
- Collaborated with agency producers and creative vendors to plan and execute campaign shoots.
- Served as a liaison between the agency's creative team and clients to foster and strengthen creative partnerships.
- Researched the brand of prospective clients to brief the creative director, equipping them with valuable preliminary knowledge about the client's brand and objectives.