

AUGUST SAGUIL

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augustsaguil.com

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

SOFTWARE

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

SKILLS

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

EDUCATION

Franklin & Marshall College, 2021
Business & Psychology Joint Major

Flatiron School, 2023
UX/UI Design

WORK EXPERIENCE

LLOYD&CO
Art Director

March 2024 – Present

- Lead campaign concepting and creative direction, guiding the internal team to deliver cohesive work across ads, social, mood films, and short-form content.
- Shape rollout strategies for key commercial periods to maximize engagement.
- Develop visual identities for new brands/brand extensions, including photography style, color palettes, packaging, and graphic identity.
- Design packaging for fragrance and CPG brands, ensuring products stand out on shelves and creating impactful point-of-sale displays.
- Present concepts to top-tier clients, guiding them from initial ideas to final approvals.
- Mentor a Junior Art Director, providing feedback to elevate creative output.
- Select final imagery for retouching and layout, designing ad spreads to highlight key visuals.
- Provide direction to post-production vendors through notes, markups, and rough in-house edits or comps.
- Design artist books in collaboration with artists, crafting unique narratives through cover design, typography, dust jackets, and clamshell packaging.

Junior Art Director

March 2023 – March 2024

- Concepted campaign extensions across activations, OOH, print, and social.
- Produced content for agency promotion on web, social, and portfolio presentations.
- Created comprehensive brand style guides, including logos, typography, and application guidelines.
- Collaborated with external artists and gave feedback to align with client expectations.
- Provided on-set art direction for still-life shoots.
- Delivered final production-ready files across print and digital.

Account Manager

May 2021 – March 2023

- Managed timelines and client expectations, protecting creative team bandwidth and ensuring timely delivery.
- Provided critical feedback to the creative team, offering input before presenting work to clients.
- Oversaw production and post-production, ensuring alignment with logistics, creative goals, and budget while collaborating with producers and vendors to execute campaign shoots.