

Sean McSherry Art Director

hello@seanmcsherry.com

seanmcsherry.com

646-943-2946

Experience

Deutsch Art Director

Los Angeles, CA
Jul 2024 - Present

- › Developed and executed creative concepts and messaging across channels and touchpoints in the marketing funnel.
- › Directed a team of designers in creating a visual framework for the Walmart Business and Walmart+ brand campaigns.
- › Collaborated with directors, photographers, designers, production, and account management teams to ensure client satisfaction and successful campaign execution under tight timelines.

Wakefern Art Director

Edison, NJ
Jan 2023 - Jul 2024

- › Concepted and created campaigns across media channels for Wakefern's brands including ShopRite, PriceRite, The Fresh Grocer, Fairway Market, and Bowl & Basket.
- › Worked with external production partners to produce polished campaign materials and deliverables.
- › Led creative campaign concepting and delivery for brand partnership with Rutgers University Athletics Department.

Doner Art Director

Detroit, MI
Oct 2022 - Dec 2022

- › Provided crucial support in conceptualizing and designing campaign materials for Tishman Speyer.
- › Developed and executed digital marketing assets: brochures, slide decks, and newsletters, enhancing brand visibility and engagement.

Leo Burnett Art Direction Intern

Chicago, IL
Jun 2021 - Aug 2021

- › Collaborated with copywriter intern to concept and design campaign materials for clients Wingstop, Firestone, and Basil Hayden's.

Spil Creative Inc. Designer/Art Director

Brooklyn, NY
Oct 2019 - Dec 2020

- › Concepted, designed, and executed campaign deliverables across a range of media for clients Plymouth Gin and Goslings Rum.

Havas Creative Intern

New York, NY
Jun 2019 - Aug 2019

- › Collaborated with copywriter intern to concept and design campaign materials for clients Zicam and Shriner's Hospital.

Kenneth Cole Design Intern

New York, NY
Jun 2018 - Aug 2018

- › Assisted with content and asset creation for digital marketing campaigns, including product photography, social media design, landing page layout, and email blasts.

Education

VCU Brandcenter

MS Business

2022

CUNY New York City College Of Technology

BFA Graphic Design

Magna Cum Laude

2019

Expertise

Adobe Creative Suite,

Figma, Final Cut Pro,

Keynote, Google Slides,

PowerPoint, Capcut

Campaign Development,

Copywriting

Branding & Identity,

Brand Strategy,

Print Production,

Video Production,

Product Photography,

Retouching, Web Design

Recognition

NGA Creative Choice Awards

Winner 2025

NGA Creative Choice Awards

Honorable Mention 2024

The One Show Young Ones Shortlist 2022

CUNY

Conceptual Creative Award
2019