

Sean McSherry Art Director

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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