

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 marketing funnel
- › Directed a team of designers in creating a visual framework for the Walmart Business brand campaigns.
- › Collaborated with filmmakers, 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 Dept.

Doner

Art Director

Detroit, MI

Oct 2022 - Dec 2022

- › Provided crucial support to in conceptualizing and designing campaign materials for Tishman Speyer
- › Developed and executed digital marketing assets, 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 deliverables across a range of media for clients, Plymouth Gin, & Gosling's 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 Shriners' 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,
Branding & Identity,
Campaign Development,
Brand Strategy, Layout
Design, 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**