

Sean McSherry

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646-943-2946

Education

VCU Brandcenter
MS Business

**CUNY New York City
College Of Technology**
BFA Graphic Design
Magna Cum Laude

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

Experience

Deutsch
Art Director
Los Angeles, CA
Jul 2024 - Present

- › Developed and executed creative concepts for national advertising campaigns across multiple channels.
- › Refreshed brand platforms and brand positioning for Walmart+, and Walmart Business
- › 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.

Wakefern
Art Director
Edison, NJ
Jan 2023 - Jul 2024

- › Concepted and created campaigns across media for Wakefern's banners and brands including ShopRite, PriceRite, The Fresh Grocer, Fairway Market, and Bowl & Basket
- › Worked with in-house production team to produce polished campaign materials and deliverables.
- › Lead creative campaign concepting and delivery for brand partnership with Rutgers University

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 in concepting and designing campaign materials for clients roster including 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' Rum

Havas
Creative Intern
New York, NY
Jun 2019 - Aug 2019

- › Collaborated with copywriter intern in concepting and designing campaign materials for 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.