

ACKS

Jersey City, New Jersey

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 @Ackstyle

 ackswork

Oh, hello.

ACKS is a multimedia artist and creative thinker focusing on graphic and visual design. As a Design Director at Havas Life, ACKS led a small team of talented designers to ensure the quality of craft across all brands at and for Havas Life—including digital, print, social, and brand design. Before moving to Havas, ACKS was ACD at GREY Group for several years, overseeing campaign and brand development for a variety of pharma clients. Before ad life, ACKS was a storyteller and photoshop guru at Click 3X, honing in on retouching and compositing skills and using them to develop compelling storyboards for various entertainment companies.

When not working, ACKS can often be found wandering the city streets, dressed in shades of black, with a camera in hand. An art enthusiast, on the cusp of Capricorn and Aquarius, a meticulous explorer, and a lover of the details.

// PASSIONS //

Photography, painting, fashion, interior design, architecture, illustration, animals, fitness, music, movies, humanitarianism, mixology, cooking, and nature.

// SOUNDTRACK //

Disclosure, the XX, Jungle, deep house, reggaeton, jazz greats, and anything else with a happy beat that gets them on their feet.

Designer and multimedia artist focused on aesthetic/craft, usability, innovation, and the details
Proficient in Adobe Creative Suite, Figma and PowerPoint
Multi-tasking skills and experience in high-paced and high-pressure situations

// HAVAS //

October 2021 - Jan 2024
VP, Design Director
New York, NY

Leading a team of highly skilled designers as we worked across multiple brands on a variety of projects to ensure quality control and the highest output of craft possible. Branding, digital CVAs, websites, brochures, campaign concept layouts and compositions, motion/videos, presentation design, packaging, social, swag—if you can imagine it, we likely worked on it... and made it shine.

// GREY //

Sept 2017 - April 2021
Assoc. Creative Director
New York, NY

Concept, design, and direction for 3+ major brands within the Eli Lilly and Pfizer portfolios. Leading design on new business pitches as well as multi-disciplinary projects across digital, print, & video. Collaboration with copy, account, production, strategy, clients, and developers, to ensure the highest quality of deliverables. Oversee and manage work from art directors and writers.

// REAL CHEMISTRY //

(previously W20 Group)
Oct 2013 - Sept 2017
Assoc. Design Director
New York, NY

Concept, design, and direction for clients, including Pfizer, Merck, Chimerix, Lap-Band, Mastercard, Hewitt Packard, Verizon and more. Projects including branding systems, campaigns, and print and digital collateral including websites, product design, social media assets, videos/commercials, and ad units.

- Collaborated with leadership in account, content strategy, UX, and dev to drive project vision and execution from project kick-off until delivery.
- Led art direction for six pitches, all of which resulted in new business wins within my first six months of employment.
- Managed between 2-4 junior and senior-level designers, helping to cultivate their digital design skills and provide guidance on developing brand aesthetics.

// Formerly Known As //

(previously MRY & LBi)
Sept 2011 - Oct 2013
Senior Art Director
Art Director
New York, NY

Concept, design, and direction for a wide variety of brands including, Johnson & Johnson, Bayer, Bristol-Myers Squibb, Reckitt Benkiser, Rogaine, Neosporin, and more. Led art direction across projects including branding, campaign concepts, websites, product design, social media assets, and ad units.

- Partnered with designers, copywriters, UX designers, strategists, medical review boards, and clients from project kick-off until delivery.
- Promoted to Art Director after my first year of working in digital media and advertising design.
- Concepted, designed, pitched, won, and directed the creation of the Mucinex brand website and social media campaign.

// CLICK 3X //

Oct 2010 - Sept 2011
Designer
New York, NY

Concept and design of motion graphic storyboards and art direction for animation. Clients included CBS, Cablevision, PBS, Fuse TV, BET, TBS, HBO, Disney, TNT, Fox Sports, Syfy, Epix, Verizon, and more.

- Collaborated with other designers, animators, and producers to concept and design compelling stories which were then executed in motion graphics.
- Led motion graphic development from concept, to storyboard design, to providing art direction for animators.
- Designed the winning concept for a pitch to Cablevision within first few months of employment.

Message me if you're interested in employers prior to 2010 or discussing freelance work —which has include design, photography, painting & illustration.

// EDUCATION //

William Paterson University | Wayne, NJ
BFA Graphic Design