



Arthur Amiune

ART DIRECTOR

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Versatile Art Director with Proven Impact in Brand Storytelling and Creative Strategy

Award-winning Art Director with 15+ year tenure working with major brands across global markets in the United States and Brazil. Qualities include unwavering work ethic, meticulous attention to detail, problem-solving skills, strong organizational abilities, collaborative mindset, and ability to work efficiently in fast-paced environments. Known for creating innovative and visually appealing designs to ensure compelling visual storytelling. Highly organized and skilled in managing multiple projects simultaneously to meet strict deadlines.

Areas of Expertise

Art Direction | Advertising | Brand Development | Creative Direction | Visual Storytelling | Campaign Management | Multimedia Production | Graphic Design | Motion Graphics | Animation | Entertainment | Project Management & Execution | Cross-Functional Leadership | Strategic Planning | Team Building

Career Highlights

Brand Innovation: Orchestrated launch of Core Hydration+, integrating TVC and online retail strategies that catapulted Core to the leading water brand within the KDRP portfolio in 2023.

Creative Campaigns: Authored and directed “We La Gente” culturally resonant campaign for Xfinity, earning industry acclaim and fortifying Comcast's market presence.

Visual Storytelling Excellence: Delivered comprehensive video production and art direction at Rare Breed Films, enhancing visual narratives through meticulous editing and animation techniques.

Professional Experience

KEURIG DR. PEPPER (Remote, CA)

12/2021 – 07/2023

Senior Art Director

Pioneered creative development for beverage brands such as Core Hydration, The Original Donut Shop, Snapple, and Bai. Leveraged industry expertise to develop and implement effective marketing initiatives that aligned with the unique requirements of each brand. Generated diverse array of social media content across various digital platforms. Devised compelling pitch presentations to engage stakeholders and secure campaign approvals. Collaborated with diverse team to deliver impactful results for advertising campaigns, maintaining strong focus on creativity and brand messaging.

- Orchestrated high-budget marketing campaign for Core Hydration, ensuring seamless integration across various platforms and channels.
- Spearheaded Core Hydration+ launch, including TV commercial and online retail strategies.

Continued...

Professional Experience

- Successfully executed 2 consecutive 360 campaigns for Core Hydration, overseeing substantial budget while leading large creative team.
- Coordinated production aspects for Core Hydration Plus 2022 and 2023 campaigns, involving photoshoots, digital shelf presence, and 3D animation with high-profile talent.
- Effectively coordinated and managed simultaneous work for 3 prominent brands: Core Hydration, Snapple, and The Original Donut Shop, demonstrated exceptional multitasking skills.
- Played key role in driving brand awareness and market presence for Snapple and The Original Donut Shop through innovative marketing strategies.
- Developed strong relationships with key stakeholders, including celebrities, to secure valuable endorsements for Core Hydration's campaign.

RARE BREED FILMS (Huntington Beach, CA)

01/2020 – 11/2021

Senior Art Director

Drove video concept creation and art direction, managing stages from shooting to post-production activities, such as color grading and motion graphics.

- Led the creative direction and concept development for various film projects, ensuring alignment with client objectives and brand guidelines.
- Developed visually compelling and engaging narratives through creative cinematography, set design, and art direction, resulting in immersive and impactful film experiences.
- Managed budgets and timelines for multiple projects, ensuring they were delivered on time and within budget.

GALLEGOS UNITED (Huntington Beach, CA)

07/2018 – 12/2019

Senior Art Director

Managed key accounts including Comcast (Xfinity), Chick-fil-A, and the California Milk Processor Board.

- Developed and executed several award-winning campaigns, including “We La Gente” for Xfinity.
- Produced art cards for animated advertisements and branding initiatives for corporate clients and special events.

ALMA DDB (Miami, FL)

03/2017 – 06/2018

Art Director

Collaborated with prominent retail brands, including McDonald's, Kraft, and Purina, on creative strategy and campaign execution.

- Contributed to new business pitches and award submissions, bolstering agency reputation and client portfolio.

Additional Experience

- Junior Art Director, OGILVY & MATHER (New York City, New York)
- Junior Art Director, DROGA5 (New York City, New York)
- Junior Art Director, MUTATO WPP (São Paulo, Brazil)
- Junior Art Director, DENTSU CREATIVE (Rio de Janeiro, Brazil)

Education & Credentials

- Diploma in Art Direction, MIAMI AD SCHOOL (New York City, NY) *2015 - 2016*
- Bachelor of Industrial Design/Graphic Design, PUC-RIO (Rio, Brazil) *2004 - 2007*

Awards:

- Recognized as 6th Best Art Director, Cannes Lions Global Creativity Report 2017.
- Holder of multiple Cannes Lions, including Grand Prix, Titanium, and several Gold Lions.
- Recipient of Yellow Pencil at D&AD, as well as top honors at the One Show and New York Festivals.

Technical Skills: Adobe Creative Suite (Photoshop, After Effects, Illustrator, Premiere) | Office/iWork | HTML & CSS | Maya (Basic)

Languages: English (Fluent) | Portuguese (Native) | Spanish (Conversational). Brazilian native with permanent US residency.