



PRISCILLA TEN

Senior Art Director

+1 516-225-3043

priscilla-ten@hotmail.com

www.cilla10.com

Profile

I'm a pixel (almost) perfect Senior Art Director with a soft spot for strategic thinking. I possess a thorough understanding of 360 marketing campaigns from the conceptualizing process through to creative realization. In the past 10 years, I have worked on fast-paced, tight-deadline projects as well as overseeing longer design assignment while always maintaining my ability to think clearly, strategically, fast, and more importantly without losing my sense of humor.

Work Experience

Thomas Arts

Apr 2022 - Present

Senior Art Director (Remote)

Conceptualize and create content for AARP: emails, newsletters, social ads, Google ads, website content, digital style guides and more.

Integrity

Jun 2020 - Apr 2022

Senior Art Director (Remote)

Designing 360 campaigns for new products such as *Aflac's Final Expense*. Presenting concepts and designs to our partners. Re-branding, designing and presenting websites as well as managing the development process. Storyboarding for videos and overseeing the editing phase to completion.

Thomas Arts

May 2019 - Jun 2020

Art Director

Designing brand guidelines, style guidelines and creating a variety of content for digital, social, web and print (long and short forms).

Languages

English

Full working proficiency
Written and oral

French

Full working proficiency
Written and oral

Spanish

Limited proficiency

Education

BA in Brand Communication

AAA School of Advertising
South Africa Jan. 2011 - Dec. 2012

Advertising Design Diploma

Salford University
United Kingdom 2015 - 2017

Art & Design Diploma

Manchester School of Art
United Kingdom 2015 - 2017

Clients

- Mercedes Benz
- Toyota
- Aflac
- Wrigleys Chewing Gum
- CVS
- Heluva Good
- Zicam
- Guinness
- and more!

Skills

Indesign

Photoshop

Illustrator

Powerpoint



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Work Experience

Protagonist LLC

Jan 2015 - Mar 2017

Art Director

Static and dynamic social content creation, storyboarding and viral video creation, digital campaign, sweepstakes, contest and competitions, website content print and branding.

#Network BBDO

Nov 2013 - Aug 2014

Art Director

Integrated Campaign, photo shoot directing, video edit and grading supervision, TVC, digital and print.

DRAFT FCB

Jan 2013 - Mar 2013

Junior Digital Art Director

Mock up creation, visual research and brainstorming, web banner design, website content update and digital campaign for Toyota.

MC SAATCHI

Mar 2013 - Aug 2014

Junior Art Director

Fashion retail and banking campaign, client presentation, shoot management, sourced briefed and supervised retouching artist, illustrators and photographers

#Network BBDO

Nov 2013 - Aug 2014

Intern Junior Art Director

Digital and print design.

Awards

2017 Silver Telly Award

Silver Telly Award Social Media Videos – Zicam Total Immune

2016 Summit Int. Award

#Totally In for Zicam Social Media Winner , Summit International Award

2016 Silver Telly Award

Bronze Telly Award for Zicam Totally in Online Video , Telly Award

2013 AON Award

Winner

2013 AAA Excellence Award

Winner

2013 AAA Excellence Award

Winner

2013 Jupiter Drawing Room

Winner

2010 New Horizon Photography

Winner

Visit my Online Portfolio to see some of my work: www.cilla10.com