



ART BOONKLAN

Art Director

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EXPERIENCE

AUG 2019 - PRESENT

CREATIVE DIRECTOR FREELANCE

- Produced high-level ad campaign for Playboy
- Developed and built luxury website for real estate client
- Designed marketing materials for non-profit

JUN 2009 - JUL 2019

ASSOCIATE CREATIVE DIRECTOR DEUTSCH NY

- Senior creative lead on PNC Bank and Cetaphil accounts
- Lead and mentored 14 mid-level and junior creative teams
- Developed and executed 4 overarching brand-level campaigns
- Concepted and executed over 300 line-of-business campaigns
- Lead U/X, Design and Production teams on digital and mobile projects such as thought leadership and HNW acquisitions
- Produced first ever chatbot focused on financial education
- Participated in countless new business pitches — winning 3

JAN 2013 - DEC 2015

EXECUTIVE CREATIVE DIRECTOR THAITHENTIC

- Launched first-of-its-kind lifestyle brand focused on Thai culture
- Produced and marketed largest indoor Thai food & culture festival in NYC ever made in 4 weeks
- Created pop up restaurant events showcasing Thai fusion cuisine

JUN 2008 - DEC 2008

JUNIOR ART DIRECTOR DRAFTFCB

- Produced 4 direct marketing campaigns for Gevalia Kaffe
- Pitched and retained client during account review
- Gained intense appreciation of print production

JAN 2000 - FEB 2007

ELECTRONICS TECHNICIAN US NAVY

- Electronics Technician Second Class
- Certified technician for radars, LF, HF, and VHF radios
- Top Secret Clearance
- Military Police

EDUCATION

SUMMER 2011

SCHOOL OF VISUAL ARTS

2005 - 2008

THE ART INSTITUTE OF CALIFORNIA - SAN DIEGO

Bachelors of Science in Advertising

AWARDS

2015 AD POP AWARD - NATIONAL GAY MEDIA ASSOCIATION

2015 IPG DIVERSITY AND INCLUSION- BEST CAMPAIGN

2008 AAF MOST PROMISING MULTICULTURAL STUDENT

2007 - 2008 STUDENT ADDYS - SAN DIEGO

SKILLS

Conceptual Design
Work Ethic
Collaborative
Strategic
Resourceful
Branding
Adaptability
Responsive
Production
Leadership

TECHNICAL

Photoshop
InDesign
Illustrator

CLIENTS

Playboy
PNC Bank
Cetaphil
Sherwin-Williams
Outback
Kodak
Milk PEP
Ikea
Tylenol
Prevacid
Dayvigo
Novartis
Michael J. Fox Foundation
Live Out Loud
Gevalia Kaffe