



Shawn Dos Santos
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Education

The Savannah College of Art and Design
BFA Graphic Design
Savannah, GA
August 2000

Awards and Honors

Gold North American Transform Award
for MetLife Brand Development
2020

Webby Award Official Honoree
for The Ford Solution Finder
2016

Featured on Gizmodo
2014

Bronze Effie for UTC Brand in the
category of Brand Reputation
2010

Gold Effie for Electrolux Brand in the category
of Household Furnishings & Appliances
2009

Silver New York Addy for Electrolux
Be Even More Amazing Campaign
2009

Silver New York Addy for Cotton, Inc.
Mystery Fabric Campaign
2008

W3 Gold Award for NIVEA
Up4Anything Dream Week Campaign
2007

Silver Davey Award for NIVEA
Up4Anything Dream Week Campaign
2007

MetLife, Creative Director, Global Brand Creative and Design, New York, NY

July 2019 - Present

I lead a team that is responsible for the standardization, application, and constant evolution of MetLife's global design system. Partnering with strategy, content and UX to delivery enterprise solutions for key markets (US, Korea, Japan, MX, China) across all digital customer touchpoints (responsive web, app, campaigns, video, and social).

Accenture Interactive, Freelance Design Lead, New York, NY

April 2019 - July 2019

As a consultant, I was responsible for the design direction of several key marketing initiatives. Delivering modern, customer centric experiences across digital channels.

GALE Partners, Associate Creative Director, New York, NY

Dec 2016 - Nov 2018

As a creative lead for Gale Partners, I had the pleasure of managing creatives across two offices (NYC and Toronto), overseeing the design and delivery of smart and unique digital experiences. I collaborated across disciplines going deep into customer data and insights to develop the design direction and identify creative opportunities for key customer touch points. A key highlight of my time at GALE was the pitch and launch of MyBMW, BMW's first ever owner's program. A cross channel communication (web, app, social, email) stream designed to enhance BMW's relationship with its customers both pre and post purchase.

Clients include: BMW

Razorfish, Associate Creative Director, New York, NY

Nov 2010 - Dec 2016

As an Associate Creative Director with Razorfish, I had several responsibilities including brand stewardship, global design direction, client relations, new business pitches, creative strategy and innovation. I led creative teams (design and copy) across a variety of digital media, partnering with several disciplines to best support business objectives and customer needs. A key highlight was overseeing all creative for Ford Motor Company across all digital properties (responsive web, owner's app, and video). I also helped launch and rollout the very first cross discipline pilot for agile ways of working. Specific to the roles and responsibilities of brand, creative and design.

Clients include: Ford, Samsung, Mercedes-Benz, AT&T Television, Dove, Smart Car, Lipton Green Tea, Ritz Crackers, Verizon, W Hotels, JP Morgan Chase

DDB Worldwide, Senior Art Director, New York, NY

July 2007 - November 2010

As the lead creative on the Electrolux Appliances digital account, I was an integral part of the branding and art direction for the largest product launch in North American history. I was also responsible for leading several creative teams (art/copy) across a wide variety of creative verticals, from concepting fully integrated campaigns with video content (featuring Kelly Ripa), to an award winning interactive and immersive kitchen experience. Beyond Electrolux, I helped create campaigns for many brands across platforms including websites, mobile applications, TV/video, and social.

Clients include: Electrolux, Frigidaire, Anheuser-Busch, New York Lottery, Cotton, Klondike, Breyer's Ice Cream, Popsicles

Jack Morton Worldwide, Art Director (Freelance), New York, NY

September 2005 - July 2007

I was responsible for the art direction and design for several integrated campaigns. Creating scalable design solutions for digital, as well as broadcast and out-of-home.

Clients include: NBC, MasterLock, Sobe, The Daily Show, ESPN: Cold Pizza, IBM, Computer Associates (CA), Telemundo, Fox News, Amgen

Gillette Creative Services, Art Director, Boston, MA

June 2004 - September 2006

I was responsible for concepting and establishing the look and feel of several digital campaigns for Gillette across it's portfolio of brands.

Clients include: Gillette, Duracell, Oral-B, Braun, Right Guard

Cross promotions with: NASCAR, NBC, CBS, Wal-Mart, Major League Baseball, Warner Brothers, FIFA Soccer, Universal Studios, Disney, The New England Patriots