

# ARIEL

## Ariel Gagnon arielgagnon.com

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Born and raised in Montreal, I decided to dive headfirst into the world of creativity by pursuing a Bachelor of Fine Arts at Concordia University. But my love for all things advertising and pop culture couldn't be contained, so I packed my bags and headed to Miami Ad School, where I graduated from their Art Direction and Design program.

Since then, I've been lucky enough to lead some awesome teams, working on a whole bunch of iconic brands for top-notch advertising agencies. From classic TV spots to experiences in the Metaverse, I'm all about making waves and keeping things fresh.

My main goal is to make work that's not just cool, but culturally relevant- stuff that sparks real conversations and connections between people and brands. It's all about pushing creative boundaries and delivering a product that hopefully resonates with people-and adds to the collective experience we call life.

## Experience

### Associate Creative Director

Momentum Worldwide - NYC (remote)

2021 - present

American Express | Coca Cola | Disney | Verizon  
| WNBA | Walmart

### Art Director

Ogilvy - Sao Paulo

2015 -2016

Coca Cola Brazil | IBBC | Tiffany's

### Senior Art Director

Momentum Worldwide - Atlanta

2018 - 2021

Coca Cola | Vitamin Water | Smart Water |  
Powerade | UPS

### Creative Intern

JWT - NYC

Fall 2014

Puma | Kellogg's

### Art Director

Venables Bells & Partners - San Francisco

2017 - 2018

Blue Moon | Reebok Women | Audi

### Creative Director/ Owner

Three Lines & a Box - Montreal

2010 - 2013

Travis Tadeo | Success Society Clothing | Valerie Dumaine

### Art Director

Juniper Park - Toronto

2016 - 2017

Miler Lite | YWCA | EOS | Nissan Canada |

## Education

### Art Direction

Miami Ad School - Miami

2013 - 2015

### Bachelor of Fine Arts

Concordia University - Montreal

2009 - 2013

ASSOCIATE CREATIVE DIRECTOR

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## Skills

Adobe Suite mastery : Ps, Ai, Id, Pr, Ae  
Conceptual thinking | Defining overarching creative vision  
Hands-on leadership for ideation & creative development of marketing campaigns  
Building, leading and reviewing work of creative teams on a daily basis  
Playing an active role in client presentations  
Tackling briefs in unexpected and disruptive ways  
Directing in-person and virtual shoots while owning the conversation between client vendors and production team  
Working seamlessly with strategy and marketing teams  
Fresh visual and design approach  
Keeping up with design trends and cultural zeitgeist

## Awards



### Cannes Lion

6 Shortlists  
Various Category  
Behind The T-Shirt | IBCC



### Silver ADDY

American Advertising Awards  
Mobile Apps  
Jenny Craig



### Silver ADCC

Advertising and Design club of Canada  
Cinematography  
Blame is a Burden | YWCA



### Webby

Good public service & activism  
Blame is a Burden | YWCA



### One Show

3 Shortlists  
Online Films & Videos  
Blame is a Burden | YWCA

ASSOCIATE CREATIVE DIRECTOR

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## Spoken and Written Languages

ENGLISH

FRENCH



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