

HIGH- CONCEPT
ART DIRECTION DRIVEN
CREATIVE DIRECTOR

ALLIE CARVAJAL

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CREATIVE CAREER

I have extensive experience in creating 360 campaigns for brands from ideation to execution; My expertise includes TV, OLV, Digital/Social, Print /Activations and OOH. I also specialize world-building and brand/ campaign tool kit creation.

DESIGN DIRECTION FREELANCE

2/2026-4/2026COLOR Creative
Contracted to lead Amazon project for several months.

CREATIVE DIRECTOR/ LEADERSHIP

6/2025-12/2025Vosges Haut-Chocolat
Lead of brand vision and creative across all marketing channels as well as product/package design. Created 3 successful product launches as well as 2 bespoke products / package designs. Concepted, managed and produced video and photoshoots among many other initiatives including brand planning, budgeting and managing/ developing cross-departmental processes .

ASSOCIATE CREATIVE DIRECTOR (ART)

10/2021-6/2025Leo Burnett
Led Visionworks and Qdoba. Created campaigns for Campbell's Snack Factory, Purina's Beneful, Rice Krispie Treats. Pitched lots of new biz. Did passion projects. (Also had a baby).

SENIOR ART DIRECTOR

ART DIRECTOR

JR. ART DIRECTOR

OLD INTERN

10/2017-10/2021.....Energy BBDO
Worked way up from Jr to Mid-level to Senior across many CPG, tech and service brands including Ziploc, Starbucks, Bayer, Wrigley, Brown Foreman. Honed my craft of art direction and design skills.

ACCOUNT MANAGEMENT CAREER

ACCOUNT SUPERVISOR

1/2014-8/2016.....FCB and FCB Red
Clients: Kmart, Milkbone (FCB),
AB/InBev:Stella, Corona, Budweiser (FCB Red)

AAE- ACCOUNT EXECUTIVE

5/2011-12/2013.....Energy BBDO
Client: Quaker Oats Portfolio

VISUAL PRODUCTION EXPERTISE

Extensive experience directing photography and creating comprehensive visual asset libraries for brand campaigns. Specialized in building scalable creative systems and brand toolkits.

AWARDS & HONORS

HONORS

#2 Art Director • 2018 ADC creative rankings
#3 Art Director • 2018 One Club creative rankings
#6 most awarded campaign in the world • 2019 Big Won

AWARDS

Cannes: 7 LIONS • 3 Gold, 2 Silver, 2 Bronze,
2 Grand Prix for Good Shortlist, 9 shortlist

One Show: 6 PENCILS • 2 Gold, 2 Silver,
2 Bronze, 3 Merit

D&AD: 4 PENCILS • 2 Graphite, 2 Wood

ART DIRECTORS CLUB: x8 CUBES • 1 Best of
Discipline / Designism cube, 1 Gold, 5 Silver,
1 Bronze

NEW YORK FESTIVALS: 1 First Prize,
2 Second Prize, 5 Third Prize, 2 short lists

FWA: 1 FWA of the day, 1 FWA of the month

CLIOS: 12 CLIOS • 2 Grand Clio, 6 Gold,
3 Silver, 2 Bronze, 3 Shortlist, 1 Bronze

LONDON INTERNATIONAL: 1 Gold, 4 Silver,
2 Bronze, 2 Shortlist

LISBON: 3 Gold, 3 Silver, 1 Bronze, 3 Shortlist

EL OJO: 1 Grand Prix, 3 Gold, 4 Silver, 4 Bronze

EFFIES: 1 Gold, 3 Silver, 1 Bronze

WARC: 1 Grand Prix

Lürzer's Archive: 2018 Placement

4 A's: 2016 Winning Team

SCHOOLING

University of Colorado • Chicago Portfolio School •
4 A's Program, Northwestern University