

David Jon Acosta

ASSOCIATE CREATIVE DIRECTOR

catskillscreative.com

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Education

General Assembly

Visual Design
2014

Miami International University of Art & Design

B.A., Advertising
2003 – 2008

Skills

Art

Creative direction
Graphic design
Concepting
Storyboarding
Illustration
Animation
Typography
Presentation design

Technical

Adobe Creative Cloud
Facebook Creative Hub
Sketch

Social

TikTok
Instagram

Admin

Google Suite
Office 365
Monday

Awards

'21 Shorty Awards

Client: Artistry Studio

Gold Distinction in Beauty
Audience Honor in Beauty

Experience

Amp Agency

Associate Creative Director / New York, NY / March 2019 – Present

- > Lead creative direction for ad campaigns across digital platforms.
- > Develop innovative paid social campaigns from concept to completion.
- > Translate briefs into inspiring assets that follow brand guidelines.
- > Produce and direct high volume of product and lifestyle photoshoots.
- > Host client reviews to collect feedback and offer solutions in real time.
- > Elevate pitch presentations by drafting tactics that bring ideas to life.
- > Collaborate with creative director, copywriters and photographers.
- > Manage and mentor a small team of designers and art directors.

Rent the Runway

Art Director / New York, NY / February 2016 – March 2019

- > Art directed seasonal campaigns that supported business growth goals.
- > Lead digital design direction for social ads, web, e-mail, and the iOS app.
- > Delivered elegant mobile-first landing pages for new product launches.
- > Leveraged analytics to deliver elevated data-driven designs.
- > Collaborated with influencer partners to produce on-brand content.
- > Attended creative workshops regularly at Facebook headquarters.
- > Managed junior talent and hosted off-site mentorship meetups.

Tory Burch

Digital Designer / New York, NY / May 2015 – February 2016

- > Designed homepage refreshes and e-mails for global markets.
- > Delivered seasonal campaign videos for international retail shops.
- > Produced artwork for print and digital out-of-home advertisements.
- > Generated a high volume of digital ads for media partners and affiliates.
- > Daily stand-ups with merchandising team to cover creative needs.

Hearst Digital Media

Digital Designer / New York, NY / December 2014 – May 2015

- > Designed graphics for various Hearst publications including:
Harper's Bazaar, Elle, Seventeen, Marie Claire, Men's Health and Delish.
- > Provided eye-catching assets that drove engagement on social media.
- > Collaborated regularly with editors and journalists for visual needs.
- > Rolled with late-changing requirements and of-the-minute deadlines.

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RENT THE RUNWAY