



Quoc Doan

ACD ART DIRECTION

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OVERVIEW

I'm an award winning creative with over a decade of experience creating ad campaigns for the world's largest brands. My work connects brands to their audiences through the power of truth, storytelling, and simplicity.

EXPERIENCE

ZIPRECRUITER | ASSOCIATE CREATIVE DIRECTOR

Nov 2017 – Apr 2020 Los Angeles, California
Responsible for internal ad agency development, including leading campaigns for digital, social, and TV. Lead creative teams and develop ideation skills.

FREELANCE ART DIRECTOR

Feb 2017 - Present Los Angeles, California
Creating campaigns for various companies: ActualBrand, Donor, Disney.

360i | SENIOR ART DIRECTOR

Jan 2016 - Jan 2017 (1 year) Los Angeles, California
Created campaigns for History Channel's Roots series, SoFi, Ubisoft's Watchdogs 2 in the medium of print and social media.

215 McCANN | SENIOR ART DIRECTOR

Sep 2014 – Dec 2015 (1 year 3 months) San Francisco, California
Created campaigns for Halo 5 and Pandora in the medium of web, print, social, and TV.

BBDO | ART DIRECTOR

Apr 2011 – Sept 2014 (3 years 6 months) New York, New York
Created campaigns for Gillette, Save the Children, P&G, Peta, Visa, CVS in the mediums of digital, print, and TV.

AWARDS

UNITED NATIONS 2015

• Public Service Award: Finalist: CVS Last Pack

CANNES LION 2015

• Branded Content and Entertainment: Shortlisted: Halo 5
• Direct Marketing - Ambient Media: Shortlisted: CVS Last Pack

CLIO KEY ART AWARDS 2015

• GOLD: Games: Integrated Campaign: Halo 5

EDUCATION

University of California, Berkeley | 2000 BA School of Architecture

Miami Ad School | 2011 Certificate in Art Direction

Miami Ad School | 2013 - 2014 INSTRUCTOR

Taught courses: Photography, Visual Design, and Concepting

SAATCHI & SAATCHI STOCKHOLM | FREELANCE ART DIRECTOR

Sep 2010 – Dec 2010 (4 months) Stockholm, Sweden
Created pitch ideas for Toyota Europe, Sony Ericsson, McDonalds, Guinness, and VW.

SHUTTERFLY | SENIOR USER EXPERIENCE DESIGNER

Jun 2008 - Oct 2010 (2 years 5 months) San Mateo, California
Responsible for visual design of the company website and microsites
• Collaborated with internal teams and vendors, managed projects from concept to completion.

NETFLIX | SENIOR USER EXPERIENCE DESIGNER

May 2006 – Apr 2008 (2 years) Los Gatos, California
Responsible for interface design for Marketing, PR, and Engineering
• Created web sites for seasonal campaigns, events, and product launches
• Collaborated with product managers to design UI for global website

FRANCIS FORD COPPOLA | FREELANCE UX DESIGNER

Nov 2005 – Apr 2006 (6 months) Napa, California
Created visual design for website and family of product packaging.

MCCANN ERICKSON WORLDWIDE | ART DIRECTOR

Jun 2004 – Nov 2005 (1 year 6 months) Ho Chi Minh City, Vietnam
Responsible for art direction of international accounts from conception to completion. Created campaigns for Nestle, Unilever, and Coca-Cola.

CANNES LION 2013

Save the Children: Every Beat Matters
• Branded Content and Entertainment: Bronze Lion, 6 shortlisted categories

CLIO 2013

Save the Children: Every Beat Matters
• Branded Entertainment & Content: Gold
• PR Integrated Campaign: Bronze
• Audio Technique - Music: Bronze "The Beat Behind the Song"