

IVA ŽUGIĆ

Design | Creative Direction

CONTACT

ivazugic.com

izugic@gmail.com

917.445.0319

ABOUT

I am a creative problem-solver. While my background is in visual design, I always start with the concept and never shy away from writing, iterating, or presenting.

I am always looking for opportunities to improve the experience for both the client and their audience, through thoughtful design, meaningful communication, or innovative campaigns.

EDUCATION

University of Texas at Austin

M.A. in Advertising
Texas Creative Sequence
Summa Cum Laude

Lewis-Clark State College

B.A. in Business
Administration
Summa Cum Laude

AWARDS

Addy. UPS - Wishes Delivered

Webby Award. Kanye vs. Creative Director.

Shorty. espnW.

Ad Age Campaign of the Year. espnW.

One Show. Gladware

OUTSIDE OF WORK

Volunteering at ASPCA

Illustrating children's books

Playing the guitar and figure skating

EXPERIENCE

Razorfish

Associate Creative Director 2020 - Current

Spearheaded the successful completion of complex, multi-channel, campaigns, including the successful global launch of new digital and physical product offerings. Led creative team through the implementation of an effective hybrid work approach. Clients included Align Technologies (makers of Invisalign), Eli Lilly, and Material Bank.

Dell

Sr. Art Director 2019 - 2020

Concepted and produced creative assets for Dell XPS, Inspiron, and Latitude model launches. These assets included print materials, social posts, and video assets, all which had to be delivered for several world-wide regions. I also created a studio set-up which allowed the social media team to produce assets in-house.

T3 now Material Agency

Sr. Art Director 2015 - 2019

As a creative lead on UPS social, I created video content and supporting digital experiences for one of their most successful and award-winning social campaigns - Wishes Delivered. During my tenure, Wishes Delivered became one of the most successful social campaigns T3 ever produced, winning several national awards. I worked with strategists, media planners, and junior creatives to make content that got great engagement and views. Other clients included Whole Foods, Capital One, and Allstate.

Adonit

Creative Director 2013 - 2015

Recruited and assembled a creative team, which included two writers, two designers, two art directors, and a web developer. In this time, I helped bring several physical products to market, starting from go-to-market strategy, then creating a full campaign that included video, print, and social assets. I also spearheaded the packaging re-design as well as the creation of their website. I was also instrumental in designing and launching Adonit app - Forge, which was featured on Best Of App Store.

The Concept Farm

Sr. Art Director 2010 - 2013

Worked on several international brands to create impactful and award-winning traditional and digital work. Clients included Bank of New York - Mellon, ESPN, ESPN W, Century 21, and Ad Council.

DiMassimo Goldstein

Art Director 2007 - 2010

Executed full campaigns from concept to post-production for TD Ameritrade, Mission Skincare, and Memorial Sloan-Kettering Cancer Center. Worked on several social media campaigns for TV Guide, Midori, and Physicians Formula.

SKILLS

- Visual Design
- Creative Direction
- Storyboard Illustration
- Concepting
- Presenting and Public Speaking
- Team Organization and Mentoring
- Illustrator
- InDesign
- Photoshop/ Photo Retouching
- Premiere/Editing/Color Correction
- After Effects