

Douglas Savage

Creative Director

Creative Director, strategic thinker and creative sherpa with over 20 years of experience in advertising, marketing, and digital realms. Expertise in crafting smarter creative solutions for business objectives, amplifying communication and unlocking brand clarity with a focus on storytelling and strategic thinking. Proven ability to adapt, shift gears and excel in various mediums, from UX/UI to motion design to design systems and beyond. Bringing human insights to life through innovative design and big-picture ideation.

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Work Experience.

Freelance Creative Director/ Brand Strategist, *FWB*, (09/2019 - Present)

- Leading brand strategy, concept development, and art direction for diverse range of cause/purpose-driven brands and organizations.
- Utilize advanced tools such as Figma for UI design, collaborating closely with clients to deliver tailored design systems and optimized workflows.
- Develop brand strategy, mission statements, identity design, USP and unlocking organizational core offerings.

Creative Director, *BCG BrightHouse - Boston Consulting Group*, Berlin, Germany (04/2018 - 09/2019)

- Leading creative charge and execution for internal branding and purpose projects for Daimler Trucks and Mercedes Cars, spanning global markets.
- Managed creative successful internal activation & launch initiatives, effectively communicating brand purpose across multiple regions.
- Heading creative concept lead and direction for series of purpose film production for global brand communication of brand purpose.

Associative Creative Director, *Iris Worldwide*, Atlanta, GA (07/2013 - 01/2015)

- Growing client relationships and expanding existing accounts through delivering of higher level of creative work above and beyond.
- Provided leadership and strategic creative development for new business pitches and client relationships with clients like Reebok, Turner, & Porsche.
- Fostered collaborative environments within creative teams to ideate and execute innovative campaigns that drove brand engagement and loyalty.

Senior Art Director (Contractor), *Ogilvy Mather*, Frankfurt, Germany(06/2008 - 10/2018)

- Collaborated under ECD & Global CCO to develop and concept international campaigns for clients such as Ikea, Coca-Cola, Mini, Siemens, and Zurich.
- Played a key role in executing integrated marketing campaigns across various channels, resulting in increased brand awareness and consumer engagement.
- Leading role in developing digital identity design, integrated campaign concept, and web product for Ikea Family Germany.

Motion Graphics Design Director, *LaChula Productions*, Barcelona, Spain (02/2007 - 06/2008)

- Directed art direction, animation, and video production projects for broadcast and music videos, delivering visually compelling content for clients like Coca-Cola (Spain) and music videos for Sony España.
- Introduced multidisciplinary creative storytelling skills to amplify brand communication and captivate audiences across digital platforms.

Art Director / Designer, *Vasava Artworks*, Barcelona, Spain (06/2004 - 03/2007)

- Led creative ideation, production and design for a diverse range of clients such as Diesel, BAFF Film Festival, and various experiential events/ exhibitions.
- Pioneered interactive design and UI design of several digital products and online stores for fashion and lifestyle brands such as Diesel and Zara.

UI / Web Designer, *Ant Farm Interactive*, Atlanta, GA (02/2001 - 02/2003)

- Led a multidisciplinary team in the development and design of large-scale digital projects for state government initiatives, focusing on user-centered design principles and more effective content architecture.
- Led creative development, ideation and design of interactive web games as marketing content.

Education.

Bachelor of Arts Degree, Diploma in Communications / Filmmaking
Georgia State University, 1993-1998

Arts Degree Studio Fine Art

- Graduated Cum Laude
- Minor Art History

Internships.

Video Editing Assistant for Broadcast
Fini Post-Production, Atlanta GA 1998 - 2000

Client List.

Daimler Trucks, Nescafé, Asics, Diagio, Reebok, Audible, Ikea, Mercedes, Mini (BMW), Volkswagen, Coke, Fanta, Diesel, Sony-Ericsson, Turner, Mont Blanc, Swarovski, Panasonic, Maybach, Siemens, Deutsche Bank, Zurich, Hamburger Bahnhof, Pfadfinderei, Peaches, Astro Records, Pull&Bear (ZARA)

Agencies.

DDB/TRIBAL (Berlin), Ogilvy One (Frankfurt/Berlin), Boston Consulting Group (Berlin), Iris Worldwide (Atlanta), Scholz & Volkmer (Wiesbaden), Vasava Artworks (Barcelona), The Adventures Of (Berlin), TLGG (Berlin), Jung von Matt (Hamburg), Amsterdam Worldwide (Amsterdam), Media Catalyst (Amsterdam), AvantGarde (Berlin), La Chula Productions (Barcelona), Saatchi & Saatchi (Frankfurt),

Languages.

English - Native Speaker / Spanish - Fluent / German - Fluent / Italian - Conversational.