

TATOM O'DONNELL

ART DIRECTOR / BRAND DESIGNER

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___260.415.6047

___Chicago, IL

WORK EXPERIENCE

Art Director

Freelance | 2023 - Current

Support existing creative teams with concepting for digital assets, activations, and TV spots.
Agencies include Quality Meats, Weber Shandwick, Majestic Beast, Supernatural, and Schaaf.

Designer

Independent | 2020 - Current

Directed projects to create compelling visual identities, with a primary focus on logo design and branding.
Elevated brand perception and market visibility across 8 clients by utilizing the full Adobe Creative Suite.

Art Direction Intern

DDB Chicago | 2023 - 2023

Executed creative concepting for 360 campaigns, focusing primarily on activations and scripts for TV.
Successfully sold work to a client while supporting existing creative teams between 7 different accounts.

Social Media Manager

The DeHayes Group | 2020 - 2021

Designed digital assets to leverage the agencies expertise and personality across 3 major platforms.
Analyzed weak points within existing digital presence against top 5 competitors locally and nationally.

Studio Intern

DDB Chicago | 2019 - 2019

Provided post production support to the lead editor across 4 clients.
Utilized 3 Adobe Creative Suite programs, including Audition, to produce an internally focused podcast.

EDUCATION //

Denver Ad School

Art Direction

Indiana University, Bloomington

B.A. Media Advertising