

TATUM CARDILLO

Creative Director

PROFILE

Accomplished Creative Director with a proven record in spearheading strong yet optimized digital strategies conceived for today's multifaceted ever evolving media ecosystems and leading breakout creative vision that's true to your brand. Specializing in Creative Direction, Creative Leadership, Design Systems, Branding, Strategy media and technology. I bring proficiency in end-to-end project management that allows the most effective creative to thrive.

I'm genuinely a people person and managing creative teams of writers, designers, UX/UI designers, social, content creators, production teams, stakeholder expectations and my kids is what I love to do best.

Performance driven. Throughout my career and many projects I've always been results first. Sticking to product brand truth, utilizing industry best tools for iterative testing, reinvesting on what works and having a good time doing it, has always provided the best results.

EXPERIENCE

TIAMAT.AGENCY LLC // Contract work

- **Just Global** 5/2023 (ongoing) Role: Creative lead
Clients: FloQast and PayPal ABM launch campaigns.
- **First Responder Network** 5/2022 – 02/2023 Role: CD
Inhouse: Lead creative for brand and b2b Ecommerce strategy and creative.
- **Huge Inc.** 11/2021 – 6/2022 Role: CD
Client: GoogleShopping.com Ecommerce optimization redesign.
- **OH and Partners** 01/2020 – 08/2021 Role: ACD
Clients: Gila River Casino Resorts, Flower Child restaurants, ON Semiconductor.
- **Wong Doody** 01/2021 – 7/2021 Role: ACD
Clients: Cisco's Webex Suite, Houston Methodist Hospitals.
- **Indigo Slate** 06/2020 - 01/2021 Role: ACD
Clients: MicroSoft Teams, MicroSoft Surface B2B, Azure B2B, SAP-SBM.
- **Meta** 12/2019 – 06/2020 Role: ACD
Redesigned website to surface their Artificial Intelligence initiatives.
- **Nvidia** 01/2019 – 12/2019 Role: CD IC-5
Website redesign for Ecommerce and developers.
Created cross-pillar campaign for AI product and incubator programs.
- **HealthTap** 03/2018 – 01/2019 Role: Design Director
Brand and product design director for mission driven startup.
- **Norton Lifelock** 01/2017 – 02 /2017 Role: Creative Lead
contract for in-house ad agency ID8.
- **Butler, Shine, Stern & Partners** 08/2016 – 01/2017 Role: ACD
Clients: Mini Cooper re-brand digital, El Pollo Loco pitch.
- **J. Walter Thompson Worldwide** 02/2016 – 11/2016 Role: CD
Clients: Treasury Wine Estates- 19 Crimes, Sterling Vineyards, BV and more.

Fulltime //

Grey Global Group 01/2013 – 02/2016 San Francisco, CA
Role: ACD Art Director-Fulltime
Clients: Norton Security. New Business.

The Garage Team Mazda 2011 – 2013 Role: Senior Art Director
Clients: Mazda. Complete rebranding for regional, national and global.

Campbell Ewald 2010 – 2011 Role: Senior Art Director
Role: ACD Art Director-Fulltime
Clients: Kaiser Permanente, Los Angeles Tourism Board, Ghirardelli Chocolate, Chicken of the Sea.

Mullen 2008 – 20010 Role: Senior Art Director
Clients: Mens Wearhouse, Kumon Learning Center, Krispy Cream Doughnuts, SunTrust Banks, New Business.

RPA 2003 – 2008 Role: Art Director - Senior Art Director

PORTFOLIO
tiamat.agency

CONTACT 408 684 7442
tatumcardillo@gmail.com

BRAND EXPERIENCE

Clients and categories I've had the opportunity to partner with in my career:

AUTOMOTIVE

Honda // Honda Racing // Honda Corp
Suzuki // Mazda // Mini Cooper

ECOMMERCE

Symantec // Lifelock // Nvidia //
HealthTap // GoogleShopping

EDUCATION

Outschool // Kumon Learning Centers
Deep Learning Institute

FOOD

Chicken of the Sea // Ghirardelli Chocolate

GOVERNMENT / LOBBY

UNDO anti-smoking initiative
The Salt Institute

QSR

Jack In The Box // McDonalds (APAC)
Starbucks

HOSPITALITY

Aria // Vdara // Galaxy (Macao) // Wynn
// Gila River Resort ad Casino // Princess
Cruises // La Quinta Inns & Suites
// Flower Child Restaurants

TOURISM

Los Angeles Tourism and Convention Board
// Dine LA // Melbourne Tourism

TECH

Meta // Nvidia // GoogleShopping
//Google Maps // On Semi
Snowflake // Dell // SAP // Blackberry
Norton Security // LifeLock // Webex Suite
INTEL-Toshiba // Microsoft

GAMING

Activision titles Destiny & Skylanders

HEALTHCARE & PHARMA

Kaiser Permanente // Houston Methodist
// Astella Oncology

APPAREL

Mens Wearhouse // Nike Players Edition

ENTERTAINMENT

Series // Showtime IP - GIRLS, FOX's
Arrested Development, NBC'sCommunity,
Amazon IP BETAS & Alpha House
// Movie IP - 47 Ronin, Old Boy (remake)
// The First Responders Network

RECOGNITION

Some industry awards for projects I was blessed to worked on with my talented colleagues.

Cannes Gold - Cyber
Cannes Gold - Branded Content
Cannes Gold, Silver, Bronze - Campaign
One Show- Silver Cross Platform Brand Transformation
One Show- Branded Content
The One Club, D&AD, Effies, ADDY, The FWA,
Top Documentary Films, Communication Arts,
and iTunes #1 film of the week.

EDUCATION

Academy of Art University