

# (YOU-TEN) UTEN LAMA

ART DIRECTOR

## CONTACT



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justuten.com

## SUMMARY

A creative passionate about clever ideas and storytelling that resonates. Blending artistic intuition with thoughtful execution, Uten brings playful yet impactful concepts to life while showing fresh thinking and a sense of fun into every project and collaboration. Tech and social-savvy, with experience across social, 360 briefs, and pitch development.

## SKILLS

### PROFESSIONAL

- Art Direction (Concept → Execution)
- Brand Look & Feel Development
- Creative Development across channels
- Social Creative
- Client Relationship Management
- Delegation
- Production oversight
- Effective Communication
- Social Copywriting
- Mentorship

## EDUCATION

FASHION INSTITUTE OF  
TECHNOLOGY 2016 - 2020



BFA  
ADVERTISING & DIGITAL DESIGN



AAS  
COMMUNICATIONS DESIGN

## WORKING EXPERIENCE

### ART DIRECTOR

Taylor Strategy | 2022 - Present

*Guinness, Captain Morgan, Smirnoff, Capital One*

- Defined and led the creative look and feel for Guinness & Captain Morgan Social across organic and paid social
- Lead conception and execution of monthly social calendars, delivering cohesive, brand-driven content
- Develop and execute 60 campaign concepts rooted in diverse insights and compelling storytelling across Diageo client portfolios
- Lead designers, photographers, videographers and editors through execution, owning on-set art direction and guiding work from pre through post-production
- Support Creative Directors in shaping campaign tone, style, and direction
- Contributing winning ideas to business pitches

### FREELANCE ART DIRECTOR

McCann Health | 2021 - 2022

*Tremfya, Stelara*

- Pitched extension ideas to existing campaigns and presented to group Creative Directors
- Assisted designing client facing presentations