

(YOU-TEN)

UTEN LAMA

ART DIRECTOR

CONTACT

-  +347-337-0873
-  utenlama01@gmail.com
-  Queens, New York City
-  justuten.com

SUMMARY

A creative passionate about clever ideas and storytelling that resonates. Blending artistic intuition with thoughtful execution, Utен 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

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

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY 2016 - 2020

- BFA
ADVERTISING & DIGITAL DESIGN
- AAS
COMMUNICATIONS DESIGN