

JON LAZAR
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CREATIVE DIRECTOR / ART DIRECTOR

With a passion for creativity and design at its core, I have collaborated with a diverse array of partners, ranging from Fortune 500 stalwarts to dynamic startups and impactful nonprofits. Our collective efforts have resulted in numerous TV spots, successful product launches, digital campaigns, and innovative social initiatives that turn heads and stop thumbs. While I take pride in winning new business and garnering awards, my true fulfillment derives from the journey and the opportunity to lead and mentor exceptional teams.

Freelance Experience

72andSunny, Johannes Leonardo, Pereira & O'Dell, Vayner Media, Havas, (2013–Present)
Barton, Leo Burnett, BBDO, Verizon, VML, MRM, Circus Maximus, MRY,
Terri & Sandy, Hudson Rouge, Publicis, McKinney, and more.

Key Clients:

Adidas, Dos Equis, Trident, Square, Dell, P&G, Squarespace, CuGO, United, USTA, Verizon, Lincoln Motor Company, Square, Fox Sports 1, Sprint, At&t, Verizon, P&G, Youtube, Oscar Health Insurance, Gerber, and others.

- **Sprint Campaign:** Concepted and executed a live product stunt resulting in a 100% surge in website traffic and 500,000 media impressions within weeks.
- **P&G Skincare Brands:** Spearheaded the launch of two distinct skincare lines across FB, IG, and TikTok, while leading multiple creative teams.
- **Influencer Collaborations:** Established relationships and managed TikTok influencers for notable brands, including P&G and Panera Bread.
- **VaynerMedia Leadership:** Provided strategic direction and creative guidance throughout various team projects, ensuring brand alignment and message clarity.
- **Dell Digital Campaign:** Engaged in hands-on creation and revision of Dell promotional videos in After Effects, adapting to insights from weekly social tests.
- **Verizon/Disney+ Partnership:** Delved into core customer engagement strategies that amplified the partnership's social resonance.
- **Dos Equis Campaign:** Championed "The Most Interesting Man In The World" campaign, elevating its presence and engagement across all social channels.
- **Operation Santa Mobile App:** Played a pivotal role in the creation of the Operation Santa mobile app by collaborating closely with UX/UI designers, extending to social and promotional material.
- **Lincoln Financial Branding:** Pioneered a refreshed brand look and tone for Lincoln Financial, ensuring consistency across all digital touchpoints with Figma.
- **Choc Children's Hospital:** Contributed significantly to Vitro's successful pitch, harnessing insights and creative strategies.

- **Adidas Superstar Amplification:** Teamed up with Johannes Leonardo to boost the Adidas Superstar campaign across varying scales - from global to retail level.
- **United Airlines:** Crafted compelling social media campaigns focusing on United's product launches, activations, and Olympics sponsorships.
- **US Open Campaign:** Developed engaging social media strategies for the renowned US Open tennis tournament, increasing fan engagement.
- **USTA Website & Youth Program:** Partnered with UX/UI professionals to overhaul the USTA site and initiate the Net Generation youth program.
- **Square National Campaign:** Collaborated with 72andSunny, playing a key role in strategy formulation, concept development, and design for Square's nationwide campaign.
- **Dell's Business Campaign:** Worked closely with cross-functional teams and clients to grasp Dell Business campaign objectives, subsequently crafting creative strategies and videos that drove engagement and conversions.
- **AMP & Nutrilite Production:** Partnered with AMP Agency on a substantial scale project involving a 100+ product shoot, translating into over 30 distinct product videos for Nutrilite. Demonstrated the ability to manage and execute high-volume productions efficiently, while ensuring top-notch quality and brand consistency.
- **Skillhopper App:** Led the UX/UI design and launch of "Skillhopper", an innovative platform for peer-to-peer skill learning and teaching.

Senior Art Director, Ogilvy – New York
Volkswagen

(2009–2012)

- Responsible for concepting, writing, and overseeing national TV spots through production.
- Implemented concept and design for massive digital buyouts.
- Created national and retail dealership events and campaigns across all media platforms.
- Directed and managed running footage spots for VW's new model launches.
- Mentored and motivated teams of art directors, copywriters, illustrators, and motion designers.

Art Director, Ogilvy – New York
AMEX, DHL, Yahoo

(2006–2009)

- Responsible for concepting, writing, and overseeing national TV spots through production.
- Integrated and maintained the AMEX brand aesthetic across all print and digital materials.
- Collaborated with Annie Leibovitz on shot lists for AMEX's acclaimed "portraits" campaign, featuring icons such as Larry David, Beyoncé, Ellen, and Tina Fey.
- Concepted, designed, retail/OOH campaigns for Amex travel and entertainment.
- Created an integrated 360 campaign for the Effies Award Show.
- Developed national campaign platforms and scripts for Yahoo.

Awards

- Cannes Gold - PR - USPS Operation Santa

- Cannes Silver - VW - Jetta Safety Spot
- Cannes - Shortlist - Direct - Sprint "Worlds Loudest Call Center"
- The One Show, New York ADDY's, Effies Gold, and Communication Arts for Amex campaign

Education

- Fashion Institute of Technology, BFA, Advertising/Design
- The School of Motion
- BBDO NY Internship

Skills

- **Strategic Branding & Storytelling:** Expertise in curating narratives that resonate with diverse audiences, from Fortune 500 giants to innovative startups.
- **TV & Digital Campaign Creation:** Demonstrated proficiency in conceptualizing and executing TV spots, digital campaigns, and social initiatives that capture attention.
- **Product & Service Promotion:** Proven ability in designing successful product launches, increasing brand awareness, and driving consumer engagement.
- **Team Leadership & Mentoring:** Adept at guiding, nurturing, and developing creative teams to foster collaborative and innovative environments.
- **Cross-functional Collaboration:** Extensive experience partnering with UX/UI professionals, influencers, photographers, and other experts to create cohesive campaigns.
- **Influencer Collaboration & Management:** Skill in forging and managing relationships with influencers across platforms like TikTok for amplified brand messaging.
- **Digital Design & Motion Graphics:** Proficient in Adobe Suite (Photoshop, Illustrator, InDesign, After Effects) for crafting visuals and motion designs. Familiarity with Figma for streamlined digital branding and UX/UI considerations.
- **User Experience & Interface Design:** Hands-on involvement in UX/UI design, ensuring user-centric, and intuitive digital experiences.
- **National & Retail Campaigns:** Expertise in designing both expansive national campaigns and targeted retail promotions.
- **High-volume Production Management:** Ability to oversee and execute extensive projects efficiently, ensuring brand consistency and quality.
- **Client Relations:** Strong ability to foster and maintain positive relationships with clients, ensuring satisfaction and repeat business.
- **Presentation:** Adept at conveying ideas and strategies effectively to stakeholders.
- **Time Management:** Proven ability to juggle multiple tasks and deadlines efficiently.
- **Communication:** Excellent verbal and written communication skills, ensuring clarity and understanding in all interactions.