

LuANA
SANSON

DESIGN IS
THINKING
MADE VISIBLE

-Saul Bass

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W2O Group

Associate Creative Director

December 2016-July 2020

- Responsible for the design, art direction and management of brand campaigns.
- Won and led several new business pitches followed by leading the creative on the brand over the years.
- Assign and inspire teams to consistently produce exceptional creative ideas and final creative work.
- Work closely with account management to ensure client satisfaction.
- Hands-on approach of creating best in class work at all times.
- Clients include: AstraZeneca, Merck, Dendreon, Mycovia, AbbVie, Lupin, Incyte, Mallinckrodt

Marina Maher Communications

Associate Creative Director

May 2013-December 2016

- Led creative ideation and execution for Health & Beauty brands such as: Covergirl, Venus, Head & Shoulders, Tide, Downy, Herbal Essences, Clairol, K-Y and Galderma.
- Hands-on design as well as management of tight timelines, budgets/estimates. Organize staff and resources including freelance to properly assign talent to task.
- Development and production of marketing materials across print, video and digital/social.
- Creative leadership in launching social channels, developing content to acquire and maintain followers, and driving engagement for various accounts.

CBS Television

Lead Designer

May 2009-April 2013

- Created and designed custom initiatives and sales tools for all 14 local markets for CBS Television, such as collateral material, environmental graphics, tune-ins and promos/packages to drive revenue in all categories.
- Lead the re-branding of some CBS platforms including logo design, on-air/online templates and sales materials.
- Collaborated with producers on television promo production including overall creative direction, logo design and branding.
- Responsible for designing all online promotional messaging for campaigns including web units, rich media banners, homepage takeovers and sweepstakes websites

National Cinemedia

Design Director

December 2005-January 2009

- Built a design department, implemented a project management structure, which allowed the marketing department to depend on an in-house creative team.
- Managed and guided designers and traffic team.
- Supported the company with marketing sales promotions, package design and experimental advertising, created new branding.

Freelance

- Saatchi & Saatchi/Conill
- Grey Global Group
- American Express Corp.
- TBWA\Chiat\Day
- Y & R/Bravo Group
- Lowe New York
- Gotham Inc
- Unit 7

Bozell

Senior Art Director

October 2000-June 2003

- Created collateral, direct mail and retail advertising for Verizon Wireless, the award-winning campaign.

OTHER WORK

Assistant Costume Designer/Wardrobe

"Maria Full of Grace"(Oscar nominated movie), "Master Harold and the Boys"(theatre), "Dudu Fisher"(off-broadway), "Private Jokes-Public Places"(off-broadway).

EDUCATION

2005 Fashion Institute of Technology,-Fashion Design Courses (non-credited)

1995 Art Institute of Seattle-Visual Communication

1989 Martin-Niemoeller-Abitur, Germany

SKILLS

Adobe Creative Suite

Languages: italian, english, german, spanish, french