

Fatima Lopez Chiri

Art Director

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EXPERIENCE

Ogilvy, New York City — *Art Direction Intern*

JUNE 2022 - AUGUST 2022

- Developed social media content for IKEA's Back to College and Tack campaign, resulting in a significant increase in engagement and brand awareness.
- Wrote scripts and developed storyboards for commercial spots that effectively communicated the brand's message to the target audience.
- Developed new brand tactics to increase foot traffic in stores.
- Partnered with production teams to create visually and audibly appealing content for successful commercial spots.
- Created decks for client presentations that effectively communicated the brand's message and vision.
- Ideated the concept for Samsung's Flip and Flex phone campaign.

Deloitte x SCAD Pro, Savannah — *Art Director*

January 2022 - March 2022

- Redesigned and rebranded Georgia Gateway's web page as part of Deloitte's client engagement.
- Focused on enhancing the visual appeal of the webpage.
- Collaborated with a multidisciplinary team to organize creative presentation strategies.
- Developed the presentation immersive experience for the client and organized the unveiling event.

Cassia Homewear, Lima, Peru — *Art Director, Co-Founder*

May 2021 - March 2022

- Founded a brand showcasing the work of Peruvian women from inception to fruition.
- Established and led branding, design, and social media public relations for Social Media.
- Developed product designs and marketing strategies for all product launches.
- Lead research for production and textile design.

STUDENT PROJECT

Spotify Music Wipeout, Young One's student awards

Creative Director, Project Manager

- Led a team of creative professionals by organizing projects, communicating with mentors, and setting achievable deadlines
- Focused on the visual design of the campaign, including branding and other key elements
- Developed proactive concepts that served as the foundation for the campaign's strategy
- Strong expertise in managing creative campaigns and design and branding skills

SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe XD
Adobe InDesign
Adobe PremierPro
Keynote
Dragonframe (Stop Motion)

EDUCATION

Savannah College of Art and Design B.F.A Advertising and Branding.

Graduation: June 2023

LANGUAGES

Spanish (Native)
English (Fluent)
French (conversational)

AWARDS

Young One's student awards

Spotify Music Wipeout- shortlisted in Digital, Online & Mobile 2023

VOLUNTEER

Un techo para mi país

Build houses for those affected by the mudslides in Peru.

2017