

JULES EVENSON

GROUP CREATIVE DIRECTOR / ART



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🏠 MAINE + NYC

**Award-winning
creative director,
art director,
illustrator,
mentor,
storyteller,
and champion of
the underdog.**

EDUCATION

FASHION INSTITUTE
OF TECHNOLOGY (FIT)
New York
Advertising Design, 2 Year

PARSONS SCHOOL
OF DESIGN
New York
Communication Design,
Foundation Year

WORK EXPERIENCE

GROUP CREATIVE DIRECTOR

Dentsu Creative | New York | 2018-2023

Crayola • P&G Microban 24 • Subway • United Airlines • New Business

- Partnered closely with lead Crayola client to create meaningful, award-winning work resulting in (among others): One Show Pencils; silver and bronze, ADC Cubes; gold and silver, and Shorty Awards; gold and audience honor.
- Pitched and won P&G Microban 24 account; rebranded their surface care line, raising awareness and increasing sales.
- Led, supervised, supported, and inspired 10+ internal creative teams across multiple accounts, as well an international group of One Club fellows.

CREATIVE DIRECTOR

mcgarrybowen | New York | 2011-2018

Crayola • Northrop Grumman • Chase • New Business

- Partnered with Aardman Nathan Love to bring Crayola's beloved crayon characters to life with fresh CG animation and modern personalities to match.
- Led the Dandelion crayon retirement campaign that resulted in over 4 billion impressions in 1 week and a 75% increase in sales of the 24 box.
- Pitched and won the Northrop Grumman account, elevating them from defense contractor to technology leader.
- Supervised, trained, mentored, and inspired our small but nimble internal creative teams across multiple accounts and new business.

CREATIVE DIRECTOR FREELANCE

SHRINK Advertising and A212 | New York | 2010-2011

Loudmouth Golf • Helmsley Park Lane Hotel • New Business

- Various freelance gigs where I created everything from small space digital ads to 360° campaign pitch decks.

HONORS + AWARDS

ONE SHOW AWARDS

Silver Pencil • Bronze Pencil
Crayola "Draw your #trueselfie"

ART DIRECTORS CLUB (ADC)

Gold Cube • Silver Cube
Crayola "Draw your #trueselfie"

SHORTY AWARDS

Gold • Audience Honor
Crayola "Draw your #trueselfie"

EFFIE AWARDS

Iridium • Global Grand • Gold
Crayola "Draw your #trueselfie"

CANNES LIONS

Shortlisted in 3 Categories
Crayola "Draw your #trueselfie"

NEW YORK FESTIVALS

Advertising: Gold • Silver
AME Award: Gold
Crayola "Draw your #trueselfie"

ANA

Reggie • Silver
Crayola "Dandelion Retirement
& Bluetiful Introduction"

CREATIVITY

Pick of the Day
The Jim Henson Company
"Stuffed and Unstrung:
Casting Session"

PRESS

NY Times	The Today Show
Fast Company	GMA
Brandweek	People
Mashable	Forbes
USA Today	TeenVogue
AdWeek	HuffPost
Parents	Jimmy Fallon
CBS This Morning	The View

WORK EXPERIENCE CONT.

SENIOR ART DIRECTOR

AGENCY212 | New York | 2004-2010

The Jim Henson Company • Partnership for a Drug-Free America • Evil Dead The Musical • Cavit Wine • Warners Intimates • New York Gilbert & Sullivan Players • New Business

- Concepted, pitched, & developed key art and 360° campaigns for various Broadway, Off-Broadway and entertainment clients.
- Concepted, pitched, & developed the "You Are Able" campaign that encouraged parents to talk to their teens about drugs.

ART DIRECTOR

MZB Watches & Accessories | New York | 2003-2004

Elgin • Via Spiga • David & Goliath • Dickies

- Designed ad layouts for in-house brands as well as licensed brands.
- Partnered with C-Suite team to create pitch presentations for potential licensee opportunities.

GRAPHIC DESIGNER

Campbell Mithun | San Diego | 2000-2003

San Diego Zoo and Wild Animal Park • Pala Casino • William Lyon Homes • Omni Hotels • The United Way

- Concepted and created high-impact art for the San Diego Zoo, including ticket booth designs featuring colossal posters of their most popular animals.
- Created ad layouts, brochures, posters, ticket designs, etc.

GRAPHIC DESIGNER

CBS Outdoor | New York

INTERN

Mad Dogs and Englishmen | New York