

# 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 • WeightWatchers • 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 as 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