AMBROSIO BALLON

CREATIVE DIRECTOR / ART DIRECTOR / WRITER

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PROFILE

Nobody in the history of the universe has ever said, "You know what I feel like watching right now? A commercial." While ads are a necessary evil, it doesn't mean they have to suck. For the past 10 years, I've been striving to create engaging and culturally relevant content… that happens to be branded.

Born in Los Angeles and raised by two cultures: Mexican + American, I have a unique perspective on life that has equipped me to solve creative/strategic problems differently. My rules are simple: don't create anything you wouldn't watch, interact with, or enjoy yourself. Collaboration is key—you are nothing without your team. Pay it forward and share the knowledge that has been shared with you. Lastly, never forget that getting paid to be "creative" is pretty dope.

SKILLS

PROFESSIONAL SKILLS

- Photoshop
- Illustrator
- Indesign
- Lightroom
- Final Cut Pro X
- Gsuite

LANGUAGE

- English
- Spanish

EDUCATION

CALIFORNIA STATE UNIVERSITY, FULLERTON
Bachelor's in Communications

WORK EXPERIENCE

CREATIVE DIRECTOR

MITÚ NETWORK | 2017 - 2019

Led a team of creatives through every stage of the creative process, including ideation, strategy, writing, art direction, and production.

- Worked with the ECD to establish the company's first branded department.
- Raised RFP closing rate from 15% to 52% within the first year.
- Established an effective and efficient ideation system, fueled by collaboration.
- Led major productions nationally and internationally, and created content in real time for live events.
- Created content that not only solved creative problems for our brand partners, but also connected with our audience and laddered up to the mitú brand.

SENIOR ART DIRECTOR

CASANOVA MCCANN | 2013 - 2017

Took on ACD level responsibilities for Chevrolet and Nestle. Besides providing art direction, I was tasked with writing concepts, manifestos, scripts, pitch decks, and leading client presentations.

- Played significant role in a major new business pitch win for Chevrolet.
- Represented Casanova McCann at the Cannes Lion Festival in 2016.

ART DIRECTOR

CASANOVA MCCANN | 2010 - 2013

Worked on brands such as Miller Lite, California Lottery, General Mills, and Nestle.

- Played a vital role in new business pitch win for Miller Lite.
- Led art direction for Miller Lite, which included layout design, character design, merch design, storyboard direction, graphics, post production etc.
- Wrote concepts, scripts, and pitch decks for client presentations.
- Oversaw major TV productions / photoshoots, nationally and internationally.

INTERN

UNIVISION | 2009

Assisted team with producing daily news briefs. My responsibilities included, setting up studio, working teleprompter, designing graphics, editing footage, and uploading content.