

STEVE KIMURA

CREATIVE DIRECTOR / ART DIRECTOR

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TL/DR: I have worked on just about every category, from tech to cars, from consumer goods to retail to entertainment at agencies big and small. I wear multiple hats, from art direction to writing to producing ads for publication and creating video assets in AfterEffects for air.

Career Highlights: Hired by Steve Hayden after my junior year in college to work on Apple.

Lead creative on E! Responsible for the inaugural launch advertising for E! Entertainment Television before they even had any actual programming.

Oversaw the Pioneer Electronics account for three years. During that time, Pioneer gained 18% in sales, 32% increase in brand awareness and a 61% increase in billings. Also won a Gold Effie, as well as other industry awards on behalf of BBDO and Pioneer Electronics.

Launched new brand for Japan Tobacco in Japan: including supervising post-production in Japan.

Launching major new marketing initiative for UCLA: Including the creation of a new gateway for UCLA.edu as well as video assets for TV and web.

Experience:

2011 - Present Freelance Art Director: Paul Keye & Partners, TBWA\Chiat\Day, OFA Nevada, R&R Partners, and more

2005 - 2011 Creative Director: Paul Keye & Partners — UCLA, UCLA School of Nursing, CA Dept. of Health, Hawaii Department of Health Services

2001 - 2005 Freelance Art Director: TBWA Chiat/Day, Siltanen/Keehn, Grey/LA, BBDO/West, Think, Paul Keye & Partners, Digitas, Campbell-Ewald and others

2000 - 2001 Creative Director: Robert Chandler & Partners — Rode the dotcom boom and helped create and guide 360 campaigns for Jewelry.com, NetZero, Storerunner.com

Prior to 2000 Freelance Art Director: TBWA\Chiat\Day, JWT/NY, Ogilvy/LA, DDB/LA, Bronner/Slosberg/Humphrey, Campbell Mithun Esty, Seiniger Advertising, Campbell-Ewald, G2 Advertising, The Pearlstein Group/Band of Gypsies

Associate Creative Director: BBDO West — Oversaw over \$30 million in billings and four creative teams on: Ortho Lawn & Garden Products, Glendale Federal Bank, USWeb, Megahertz PC cards, Disney TeleVentures

Senior Art Director: BBDO West — Apple Computer, Pioneer Electronics, Claris software, E! Entertainment Television, Japan Tobacco, Inc. (through Asatsu/Tokyo), Dodge cars and trucks, California Table Grapes, Blue Cross of California, Sizzler

Art Director: Ketchum — Acura automobiles, Paragon Restaurants

Skills: Adobe Photoshop, InDesign, AfterEffects, Lightroom. Apple Final Cut Pro.

As seen in: Communication Arts, One Show, Cannes, Archive, Graphis, Art Directors Club of New York, the National Addys, Northern California Addys, Effies and the Beldings.