

EXPERIENCE

LOGAN



logancantu.com

FREELANCE SENIOR ART DIRECTOR @ LOGANFREELANCE.COM

January 2023 – Present

Clients: *Nicely Done Branding & Ads, Carlberg Advertising, Shoptology*

I provide art direction services for advertising, logos, social media assets, graphic design, and much more.

INTERACTIVE SENIOR ART DIRECTOR @ CHEIL DALLAS

March 2022 – January 2023

Client: *Samsung*

Assisted in leading my team towards project goals and meeting tight deadlines. Collaborated with copywriters, art directors, and UX designers for the Digital Retail space; worked closely with clients to create videos and digital signage - for mobile devices; created online and digital experiences in-store.

SENIOR ART DIRECTOR @ LOPEZ-NEGRETE COMMUNICATIONS

March 2021 – March 2022

Clients: *Mattress Firm, 76 Gas Station, Bank of America, Unilever, McDonalds*

Worked closely with ECD in designing digital campaigns; led client presentations; produced assets for new business and RFP development; and created motion graphics for video.

SENIOR ART DIRECTOR/BRAND CREATIVE @ CARLBERG ADVERTISING

October 2019 – March 2021

Clients: *Mahindra, Typhoon Texas, Central Texas College*

Assisted in TV shoots - concepting, art direction, casting, location scouting, editing, and photo shoots; created digital campaigns and OOH; developed motion graphics for video; and designed logos for campaigns and promotions.

FREELANCE SENIOR ART DIRECTOR @ CITRUS ADVERTISING

November 2017 – October 2019

Client: *Jamba Juice*

Designed email campaigns and landing pages, created animated GIFs, and support materials.

SENIOR ART DIRECTOR @ MOROCH

December 2015 – October 2017

Clients: *McDonalds, Wells Fargo, James Avery*

Created social and digital campaigns, illustrated storyboards for video, logos, and websites.

INTERACTIVE ART DIRECTOR/DESIGNER @ IMC2 / MEplusYOU

September 2011 – December 2015

Clients: *Burt's Bees, Louisville Slugger, Wells Fargo, Torani*

Created social and digital campaigns, storyboards for video, logos, websites, OOH, and brand guidelines.

EDUCATION

THE CREATIVE CIRCUS

Certificate in Art Direction
April 2009 – April 2011

UNIVERSITY OF THE INCARNATE WORD

BA in Graphic Design
September 2001 – May 2005

SKILLS

Adobe CC Suite

Photoshop
Illustrator
InDesign
After Effects

*Figma
*Webflow

*Webflow Masterclass - Certificate from Flux Academy

*Figma Masterclass - Certificate from Designership.com

*Newly Acquired