

Jackie Dempsey

ACD & Associate Design Director

JackieDempsey.com | Password: MANTHATSGOOD

Work Experience

SPCSHP (fka: Big Spaceship)

Associate Design Director

April 2022 - Present

- Led art direction and design for Chase's 2023 US Open Campaign resulting in 675,000 in-person engagements (a 12% increase YOY), 1.5M social views, and \$5.4M revenue increase.
- Launched Gatorade's Fast Twitch energy drink at Super Bowl LVII. Art directed and designed invite-only experience in Phoenix, went viral with star NFL players JJ Watt and DK Metcalf, generating 295M impressions, 18.7M engagements. Earned 24.5B media impressions from 200+ outlets including Fox Sports, CBS Sports, NBC Sports, Barstool Sports, Bleacher Report, ESPNZone, and more.
- Crafted social identity for Adobe social accounts including Acrobat, Education, and Adobe Express. Managed professional growth for a team of designers & art directors I led to create 400+ social posts in less than a year, resulting in a 20% audience increase.

Client roster includes: Google, Gatorade, Mars (Pedigree & Nutro), Chase Freedom Unlimited, & Chase Sapphire Reserve.

Tracy-Locke

Senior Art Director

February 2021 - March 2022

- Art Directed holiday campaigns for Diageo brands including Johnnie Walker, Bailey's, Buchanan's Whisky, and Ciroc. Owned photoshoot workstreams including creation of production decks and on-set direction.
- Led the launch of Ziploc Endurables in North American and global markets. Crafted final key visual, directed 3D product modeling, and oversaw multiple photoshoots.
- Mentored associate art director.

Client roster includes: Method, Mrs. Meyers, Glade, Sun Bum, Scrubbing Bubbles, and others.

FCB Chicago

Art Director

March 2018 - February 2021

- Art direction for rebranding of Xfinity retail stores across NA markets. Oversaw large-scale campaigns and retail projects. Spearheaded campaign highlighting Xfinity's early access to NBC's new streaming service, Peacock.
- Built experiential campaign for Xfinity's sponsorship of 2020 USA Olympic team. Activations included nationwide in-store POS takeovers and large-scale pop-ups at select locations where customers could "compete" against Olympic athletes and record social videos and celebratory messages to be sent to athletes.
- Promoted from Associate Art Director to Art Director within my first year.

Client roster includes: Fanta, Gold Peak, Budweiser, Jack Daniels, Michelob Ultra, Goodyear, and others.

Education

Loyola University Chicago

BA in Advertising & BFA in Visual Communication

Proficiencies

- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - Indesign
 - Premiere Pro
 - Adobe Express
- Figma
- Generative AI Tools
 - Firefly
 - Midjourney
 - Dalle2

Skills

- Art Direction
- Key Visual Design
- Conceptual Development
- 360 Campaigns
- Experiential Design
- On-set direction
- Creative insights
- Food & Beverage
- Branding & Identity

Extra-curricular

Vaughn Images

Art Direction internship

Cranbrook Art Institute

Design courses

Second City

Skit Writing & Improv

Say Hello!

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