

ANDREW MOWBRAY

Designer & Creative Director

Based in Hamilton, ON

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80 Words or Less

I'm an award-winning Designer and Creative Director known to be pixel-perfect, dedicated, and professional. I'm passionate about innovative storytelling and creating impactful brand experiences, and a decade of leading creative teams has taught me to do so with empathy and vision.

I have a formal education in interactive media, where I focused on creative concept development and design theory. Since then, years of agency experience have evolved my skills beyond typical digital into ambient, branding and integrated cross-media campaigns.

Education

Honours Multimedia (B.A.)
McMaster University, 2007

Minors in Religious Studies
and Biology.



RECENT EXPERIENCE

Creative Director - Diamond, 2018–Today

Collaborating with our ECD, I lead the creative teams responsible for our high-priority clients to ensure brand consistency and foster innovation in digital, XM, social, and integrated campaigns.

Creative Director - Idea Rebel, 2016–2018

Leading both UX and Creative practices, I managed every project from conception through execution and delivery. I directly supervised a talented bicoastal team, cultivating creative collaboration while successfully pitching new business.

Senior Art Director - Contract, Isobar, 2016–2016

I joined a full-time Creative Director and Senior Copywriter to spearhead creative development for high-profile projects, including a national integrated campaign and brand repositioning for an international charity.

Senior Art Director - Critical Mass, 2014–2015

PROMOTED FROM ART DIRECTOR, 2013–2014

To spearhead creative development for a few high-profile projects, I joined a full-time Creative Director and Senior Copywriter, delivering a national integrated campaign and brand repositioning for an international charity.

Art Director - BBDO|Proximity Canada, 2010–2013

PROMOTED FROM INTERACTIVE DESIGNER, 2008–2010

Initially hired to assist senior creatives with executing concepts, running photo shoots, and creating pitch materials, I quickly developed and was promoted to work independently with copywriters to conceptualize and develop digital and integrated campaigns with guidance from an ACD.

FURTHER EXPERIENCE & DETAILS AVAILABLE @ [LINKEDIN.COM/IN/AMOWBRAY/](https://www.linkedin.com/in/amowbray/)

NOTABLE CLIENTS

Aphria, The Campbell Soup Company, The Canadian Olympic Team, Citibank, Grower's Cider, Hyundai Canada, Joy Smith Foundation, Keurig Canada, Nissan Commercial Vehicles, Pedigree, Plan Canada, Roots, Smart, Swiss Chalet, TD.

AWARD & RECOGNITION HIGHLIGHTS

CMAs (x5), New York Festival of Advertising (x3), Applied Arts Awards (x2), Food and Beverage (FAB) Awards, YoungGuns, John Caples International Awards, OBIEs, Effies, One Show Design, Media Innovation Awards, Advertising & Design Club of Canada's Direction Awards, Marketing Magazine Awards.

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