



# PETER DE GUZMAN

Senior Art Director

## CONTACT

815.978.3129  
pdeguzman129@gmail.com  
peterdeguzman.com

## EDUCATION

Loyola University Chicago

May 2013

BFA in Graphic Design  
& Visual Communication

## EXPERIENCE

### Digitas North America

Senior Art Director (2020–Present)

Collaborate with Creative, Strategy and Content Creators to concept and develop OLV and social for Kellanova brands like Pop-Tarts.

Additional clients: RAGÚ, Bertolli, Samsung, Angostura Bitters, Cottonelle, Hulu, Kellogg's

### FCB Global

Senior Art Director (2019–2020)

Concepted and developed brand campaigns for Cox Communications across TV, OLV, social and marketing. Collaborated and redesigned ADA-compliant ecommerce website.

Additional clients: Boeing, Jimmy John's, Milklife, T-Mobile

### FCB Global

Art Director (2015–2018) | Associate Art Director (2013–2014)

Developed CRM campaigns for Cox Communications across residential and B2B markets.

## AWARDS & PRESS

### Shorty Awards

Silver in Food & Beverage & Finalist in Rebrand for RAGÚ Cook Like a Mother.

### Reggie Awards

Silver in Rebranding & Reintroducing Brand Marketing for RAGÚ Cook Like a Mother.

### Ad Age Creativity Awards

Best Rebrand Finalist for RAGÚ Cook Like a Mother.

### David Ogilvy Awards

Gold in Technology for Cox Communications "Early Life" CRM program.

### Digitas UNI Award

Nominated & awarded by leadership to "Unicorns" with outstanding dedication to the agency.

### FCB Impact Award

Recognition and awarded for impact-worthy work in the Chicago agency.

## SKILLS

**Fluent in** Photoshop, Illustrator, InDesign, AfterEffects, Sketch, Abstract, InVision, AEM, responding in GIFs, photoshopping friends next to celebrities.

**Experience in** Lightroom, Figma, HTML/CSS, Excel, Powerpoint.