



Education

Savannah College of Art & Design

2012-2014 MFA in Advertising

Jacksonville University

2007-2011 BFA in Graphic Design
2007-2011 BA in Communications

Experience

Cheil Worldwide

Mar 2017-Present Panama City, Panama
Copywriter

Assist the creative director with ideas and bilingual copywriting doing print, radio, TV, digital, activations, and point of purchase for Samsung Latin America.

Savannah College of Art & Design

Sept 2014-Present Savannah, Georgia
Advertising Mentor

Share my experience and knowledge of the advertising industry with students eager to learn as much as they can at a key stage of their career development. Also, discuss concept development, brand strategies, ideation techniques, emerging technologies, and latest design styles.

P4 Ogilvy & Mather

Dec 2015-March 2017 Panama City, Panama
Digital Creative

Concepted digital ideas and integrated campaigns for Claro, Attenza Duty Free, Taco Bell, KFC, Pizza Hut, Panama Board of Tourism and English Fast & Easy

Ad Stars (International Advertising Awards)

Aug 2016-Sep 2016 Busan, Korea
Preliminary Judge

Reviewed and scored each entry for the outdoor and diverse insight category.

Leo Burnett Chicago

Feb 2015-May 2015 Chicago, Illinois
Freelance Art Director

Created a new in-store and drive thru ordering experience for the McDonald's of the future. Also, designed digital components for Intel's global retail campaign. Areas of focus include interactive and static promo pages, screens, static web banners and animated web banners.

Lapiz

Sep 2014-Dec 2014 Chicago, Illinois
Freelance Art Director

Concepted and art directed prints, storyboards, web banners and new business decks for Kellogg's rebranding, Nintendo, Silk, Enfagrow, REI Mexico Board of Tourism, the Chicago Latino Film Festival, and Mazola Oil

About me

Luis is a creative art director that believes ideas need to change attitudes, behaviors and actions to create a way of life so we can inspire people to create cultural phenomenons.

Besides being a creative, Luis is also an advertising mentor at his alma arta, SCAD, and a fan of gaming, pop culture, and other 'geek stuff.'

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Recommendations

"I saw some real strengths in Luis. Yes, he was creative, but more important, he understood strategy and knew when his work was on- or off-strategy. (Kind of a rare strength in some creatives.)"

Luke Sullivan

Author of *Hey Whipple, Squeeze This*

Chair of Advertising at the Savannah College of Art & Design

"I had the opportunity to work with Luis in some projects and I was glad to see how he's a great team player, fast and detail-oriented, hands-on creative."

Fabio Seidl

Executive Creative Director at Lapiz Leo Burnett

"I had the pleasure of working with Luis on a high profile project at Leo Burnett in Chicago. Luis was a consummate professional. Always timely, and always bringing his A-game. He really impressed me with his ability to continually come up with new strategies and design solutions."

Craig Hansen

Senior Art Director at Leo Burnett Chicago

"Luis is exactly what I needed when he came to work at Leo Burnett - a talented, smart, personable, responsible, versatile, mature art director. Luis worked on two challenging accounts - Intel and McDonalds - and rose to the occasion every time. He works carefully and quickly and has a great sense of design. I would not hesitate to hire him again as art directors that have all the qualities that I am looking for are hard to find. Come back to the State Luis!"

Jonathan Keyes

Creative Resource Director at Leo Burnett Chicago

"Luis was an amazing addition to our intern team this summer and candidly, a triple threat - both an amazing concepthor in art direction and copy as well as being bi-lingual. Luis was eager to keep busy and collaborated with some of the top level creatives in the building, which resulted in glowing reviews. He's truly a top notch talent."

Cyndi Caroll

Senior Manager, Creative Services at FCB Chicago

"Luis is very well prepared, smart and professional and can certainly bring great ideas to the table when brainstorming. Also, he can write and design, so if you are lucky enough to get him on your team, you'll get the best of both worlds."

Jaime Holcombe

Senior Copywriter at The Richards Group

Published in

Creativity-Online
Creative Week
Ads of the World
Coloribus
ADDYS
SCADDYS

Associated Press
Forbes
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