

Cristian Duran

Creative Director | Art Director

cristianduran.com

cristian.durann@gmail.com

(312) 618 - 8536

Creative Director / Art director with over 15 years of experience conceptualizing and creating brand-led campaigns across media and platforms for high-profile brands in different business categories such as Auto, Sports, QSR, and Financial Services. Over the course of my career, I've been working as a Creative Art Director, responsible for bringing ideas to life through innovation, design, art direction production, strategy and overseeing teams of art directors, designers and vendors to ensure the creative execution delivers against the brand's vision.

Since 2019, I've been working as a Creative Strategist at Meta's Creative Shop, partnering with cross-functional teams, clients, and agencies across the Financial Services vertical to deliver best-in-class work in the platform and exploring creative possibilities across emerging spaces.

EXPERIENCE

Meta Creative Director | Art Director

July 2019 — Present

Remote, Chicago, IL

- Providing creative thought leadership for North America clients in the Financial, QSR and Sports Retail sector by exploring and unlocking the creative possibilities of Meta's platform and helping solve brand's biggest business challenges.
- Managing Meta's Financial Services clients in North America with XFN collaboration, creative leadership and support across interactive media and emerging technologies (AR/VR).
- Leading brands such as Wendy's, Mastercard, Mini, Burger King, Buffalo Wild Wings, Aflac and Progressive to take the first step in building towards the Metaverse by driving AR/VR adoption and creating new immersive experiences for their most important campaigns of the year.

VMLYR Associate Creative Director

Marh 2017 - July 2019

Miami, FL

- Creative Art Director and social lead for belN Sports North America.
- Driving innovative and artful work for its sports properties including La Liga, El Clasico, Ligue 1, and Serie A across multiple platforms.
- Won the first-ever Gold Clio Sports for the brand in social media.

ZUBI Senior Art Director

September 2013 - March 2017

Miami, FL

- Multicultural Creative Art Director lead for Ford and Lincoln Motor Company.
- Managed all facets of concepts, idea development, client presentations, and production.
- Led art development for all the creative campaigns and provided guidance to art directors, vendors, and designers to shape the creative direction.

Leo Burnett Senior Art Director

December 2007 — September 2013

Chicago, FL | Bogota, Colombia

- Multicultural Senior Art Director lead for Allstate Insurance and DirecTV.
- Managed all facets of concepts, idea development and production.
- Played a key role in award recognition for the brands, including Cannes Lions, LIA, Clio, NYF and Effie Awards.

Qualifications

- Creative Leadership
- Art Direction
- Digital Strategy
- Content Development
- Multicultural Branding
- Cross-Functional Collaboration
- DEI Creative

After Work Development

- Co-founder of @filtrumhome
- Lead the brand content creation and social media strategy for various social media platforms.

Filtrumhome has 36K+ Instagram followers and has been featured in multiple publications, including Cosmopolitan, Washington Post, Better Homes & Gardens, and Apartment Therapy.

- Guitar Student
- Gym & Basketball

Awards

- Cannes Lions
- Clio Awards
- LIA
- Effie Awards
- One Show
- NFY

Early Career

Mullen Lowe | Colombia | Art Director
DDB | Colombia | Jr. Art Director

Education

Autonomous University of the West
Bachelor's Degree | Colombia