



ANDRES VILLA

Art Director +
Creative Strategist

PERSONAL INFO

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 andresvilla.com

SKILLS

ADOBE CC

Photoshop Illustrator
InDesign Lightroom
Premiere Pro After Effects

LANGUAGES

English Spanish

OTHER

Microsoft Suite HTML/CSS
SPSS Mintel
Google Analytics Twitter Ads
Facebook Ad Manager

EDUCATION

Aug 2017 - May 2021

UNIVERSITY OF TEXAS AT AUSTIN

-B.S. in Advertising; Texas Creative Sequence
-B.S. in Radio-Television-Film
-McCombs Foundations Business Minor

EXPERIENCE

JOHANNES LEONARDO

NEW YORK, NEW YORK
Jun 2021 - Present

ART DIRECTION INTERN

-Conceptualized and art directed activation ideas and scripts for Velveeta.
-Pitched social media content ideas for Oscar Mayer and Instagram to Group Creative Directors.
-Generated and brainstormed tagline options for Volkswagen.

NSAC

AUSTIN, TEXAS
Jun 2020 - August 2020

ACCOUNT PLANNING

-Competed in an agency setting with 32 other students where I was part of the Account Planning team for AAF's 2021 National Student Advertising Competition for the Tinder brief.
-Led focus groups and 1-1 interviews to develop consumer insights.
-Addy winner for 2022 Austin Addys

TEXAS CREATIVE

AUSTIN, TEXAS
Jan 2020 - May 2021

ART DIRECTOR

-Conceptualized and art directed multimedia campaigns in partnership with other copywriters & art directors within the program.
-Leveraged consumer insights tandem with photographic and typographic skills to create traditional and non-traditional projects.
-2022 Austin Addy Awardee for I Heart Guts campaign.

UNIVERSITY OF TEXAS DEVELOPMENT OFFICE

AUSTIN, TEXAS
Jan 2020 - Jun 2021

STUDENT VIDEO ASSISTANT

-Worked in video production and graphic design for a multi-million-dollar fundraising campaign.
-Responsible for filming interview & b-roll, editing, designing, as well as leading many of the video projects from pre-production to post.
-Awarded GOLD in the District IV CASE Awards in the Student Produced Video category and the Circle of Excellence Awards.
-2021 President's Student Employee of the Year Award Finalist.

WE LOVE MARTHA

BARCELONA, SPAIN
Jun 2019 - Aug 2019

VIDEO PRODUCTION INTERN

-Edited and managed social media videos using Adobe Premiere, After Effects, and Planoly for the production agency's social media.
-Assisted in Pre-production, production, and post-production of various video projects, one even being displayed in an art show.

PASSIONS

-Photography

-Freelanced various graduation & sports photoshoots. Currently in love with surreal photography.

-Videography

-Been the Director of Photography for a handful of student films. Freelanced for non-profit organizations for promotional material. Once made a video where he and friends got tased for art.

-Music

-Self-taught guitarist. Taught violinist, Drummer and Saxophonist. Now learning Ukelele.

-Physical Activity

-Historian and member of the University of Texas' Club Rowing Team, Texas Crew (2017-2020). Once ran an 187-mile relay with friends on a whim. It hurt.

AWARDS/CERTIFICATES

-MAIP 2020 & 2021 Finalist

- GOLD - CASE District IV Awards

-Student Produced Video

-Student Employee of The Year Finalist

-2021 President's Staff Award - UT Austin

- Academic All-American

-2018-2019 School Year

-NSAC 2021

-Account Planning Member and Addy winner

- Most Promising Multicultural Student 2021

-Dentsu Pitch Winner