
Shawna Bigby

360 Creative Director / Communication Design

323.449.4242
sbigby@studio808.com
studio808.com

Education

Art Center College of Design

1996 – 1999
BFA, Graduated with Distinction

California State University, Northridge

1992 – 1995
Major Mechanical Engineering, Minor Fine Art

Experience

TBWA\CHIAT\DAY, Los Angeles, CA

Associate Creative Director

July 08 – July 12

The past 3+ years were dedicated to the global launch of the Nissan LEAF with an integrated advertising campaign that included Mobile, Digital, TV, Print, Event, Direct – even naming and badging the vehicle – from the ground up. That project led to a Nissan Global re-brand. Presenting directly to both Global and National clients.

\TEQUILA at TBWA\CHIAT\DAY, Los Angeles, CA

Associate Creative Director

Jan 06 – July 08

More of the same, below, with added mentorship and cheerleading teams of Art Directors and Copywriters from concept to production.

\TEQUILA at TBWA\CHIAT\DAY, Los Angeles, CA

Senior Art Director

Jan 03 – Jan 06

Created big brand CRM advertising and collateral. Equal parts engineer, package designer and advertising specialist, I developed measurable print and interactive packages that cut through the clutter and engaged the consumer into taking action. Worked with a copywriter to create original concepts, presented directly to senior marketing clients.

STUDIO808, Los Angeles, CA

Principal / Creative Director

Jan 97 – Present

Freelance studio; Complete branding packages, including identity collateral, packaging and websites. Also involved in information design and product development.

ART INSTITUTE of CALIFORNIA, Santa Monica, CA

Instructor: Typography & Graphic Design

June 02 – Aug 03

Developed courses and taught students in a range of graphic design disciplines including experimental typography, interactive design, interface design and advanced digital imaging.

RED SKY INTERACTIVE, San Francisco, CA

Art Director

Aug 99 – May 02

Directed designers to create marketing & entertainment websites, applications, games and interactive CDs. Involved from strategy development to design implementation.

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Part engineer, part designer, I believe in form and function working together in harmony. I've had extensive stints in all silos of marketing, so it's my personal mission to make sure there are no walls between the mediums.

The last few years I spent doing something that I loved and believed in, lock, stock, and barrel, a rare bird in our industry. I helped to introduce an affordable 100% electric car to the world, the Nissan LEAF.

I lead a campaign that included Mobile, Digital, TV, Print, Event, Direct – even naming and badging the vehicle – all from the ground up. This project set a course for the Nissan brand with “Innovation for All” and led the way for cohesive global branding for Nissan. It was a dream project, and I'm looking for the next one.

Awards

- › Cannes Cyber Lions Shortlist
- › One Show Pencil, multiple
- › Clio Awards
- › Addy Awards, multiple
- › Effie, multiple
- › MIXX Award
- › FWA Site of the Day
- › FWA Mobile of the Day
- › Showcased / Pick of the day for:
Creativity, AdWeek, AdCritic, Shoot Online, Macromedia, IAAA, Communication Arts
- › Media One Awards
- › Ad Tech Awards
- › BDA Awards

Press

- › Taschen App & Mobile Case Study Book (LEAF iAD)
- › Communication Arts Annual, multiple
- › One Show Annual
- › D&AD Annual
- › CNN
- › Fortune Magazine
- › The Huffington Post
- › Contagious Magazine
- › Details Magazine

Special Engagements

- › Print Magazine: Hottest Trends in Advertising
- › Designer in Residency, '02 - The Lab Gallery

Client List

Nissan, Infiniti, LUCKY Brand, Anheuser-Busch, Nike, Absolut Vodka, Miller, Coca-Cola, Sutterhome, Fairmont Hotels, Visa, NBA, Korea World Cup, San Francisco Arts Commission, others.

Interests

When I have idle hands I enjoy: traveling, hiking, gardening, reading, letterpress, wood-working, woodblock printing, silk-screening, archery, work for non-profit/altruistic endeavors. Learning in all regards.