

Jon Williamson

Award winning Creative Director. Art Director. Set Designer in a previous life.

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EXPERIENCE

Creative Director / Art Director – GSD&M, Austin, TX

JULY 2012 - JUNE 2013 / JULY 2014 - PRESENT (CD since DECEMBER 2018)

- Transformed Popeyes TV and style of food shooting in all media, leading to their best sales of all time
- Won Avocados from Mexico pitch and produced three Super Bowl ads
- Create integrated ad campaigns for new business pitches and clients like Capital One, Popeyes, Avocados From Mexico, Hilton Hotels & Resorts, Walgreens and PGA Tour
- Lead creative teams and collaborate across departments to juggle multiple projects with tight deadlines
- Create compelling content for multiple marketing channels – TV, print, digital, social, interactive, out-of-home, experiential, email and events

Senior Art Director – Scout Branding Co, Birmingham, AL

JULY 2011 - JUNE 2012 / JULY 2013 - JUNE 2014 (Started as ART DIRECTOR)

- Created design elements, integrated ad campaigns, and activation ideas for clients such as Regions Bank, Childrens of Alabama Hospital, Shipt, and America's First Federal Credit Union
- Helped lead a team of graphic and digital designers as the agency worked on numerous projects at one time, as well as participating in all new business pitches
- Both wrote and art directed multiple pieces of award-winning content for outlets including TV, print, digital, and social executions

Resident Scenic Designer / Scenic Artist / Technical Director – Theatre in the Square, Marietta, GA

MAY 2006 - APRIL 2009

- Designed award-winning scenery for multiple theatrical shows a year
- Ran the technical department while managing a team of carpenter, lighting, and costume professionals
- Solely responsible for creating all of the scenic art for each production of the year

EDUCATION

MA in Advertising/Texas Creative – The University of Texas, Austin, TX

BFA in Theatrical Design – The University of Mississippi, Oxford, MS

AWARDS

2019 Adweek Creative 100

Popeyes "Chicken Wars"

2021 Grand Effie Award Winner /
2020 Cannes Lions / The One Show /
Communication Arts/ Clios / ADC
Awards / AICP Next Awards / Creativity
Awards / Webby Awards / Digiday
Content Marketing Awards / Shorty Award

Popeyes "BYOB"

2020 Communication Arts /
The One Show / Webby Awards

Popeyes "Wingspan Box"

2020 The One Show / National Addys

Popeyes "12-Hour Drive-Thru"

2019 Cannes Lions / Clios / D&AD /
The One Show / Art Directors Club

Popeyes "Emotional Support Chicken"

2019 AICP Next / Art Directors Club

Avocados from Mexico "Utopia"

2018 AICP

Walgreens "Let's Grow Old Together"

2018 Webby Award /
2016 Communication Arts

Hilton Hotels & Resorts "Viewfinders"

2017 National Addys

Avocados from Mexico "Bounty of Earth"

2017 National Addys

Avocados from Mexico "First Draft Ever"

2016 National Addy /
2015 Communication Arts /
Cannes Lions / D&AD

Walgreens

"At the Corner of Happy & Healthy" 2014
North American Effies