

BEN STEWARD

Creative Director / Art

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EXPERIENCE

2022 -

Meta @Reality Labs | Global Creative Director

Led the global content creative for hardware @ Reality Labs—concepting and producing brand shoots across OOH, OLV, social, .com & influencer partnerships for the launch of Quest 3s/ RayBan glasses.

Meta @CreativeX | Creative Director

Concepted TV, web, print, and on-platform social at CreativeX on the benefits of the metaverse. Surfaced DEI nonprofits, influencers and SMBs and developed brand films showcasing their success stories on Meta platforms.

2021- 2022

YETI | Creative Director (Contract)

Designed and concepted social activations and brand content for campaigns, including activations for the YETI bags launch, sustainability, and holiday TVC.

2019 - 2021

Camp + King | Creative Director

Implemented a giant cultural change campaign for Papa Johns propelling sales 24% within 3 mos of launch. Developed brand, social and food TVCs. Signed John Leguizamo for voice of the brand, Created a charitable activation with Shaq, generating 12 mil USD for families impacted during COVID.

2013- 2019

Leo Burnett | Group Creative Director / VP Creative Director

Launched the global “Do What You Can’t” campaign for the Galaxy and Note. Managed a 15+ person team, including CDs for Kellogg’s snack brands. Lead a 20+ social and activation team across all brands — including pro-bono work. Won project-based pitches on agency accounts such as Samsung, Procter & Gamble, McDonald’s, and Allstate.

2011 - 2013

Carmichael Lynch | ACD / Creative Director

Led agency digital and social creative for all accounts, including pro-bono. Concepted brand acts and activations for Subaru. Built and managed an 8 person team of creatives, designers, UI, developers. Lead the redesign of Subaru.com and the MySubaru app— increasing lead generations and reservations to over 35% YOY.

2009 - 2011

TBWA /Chiat Day | Senior Art Director

Conceived, art directed, and designed social and web for the pre-order/ launch of the first ever electric car, the Nissan Leaf. Designed and developed online video, display ads, social content, a celebrity influencer tour, and experiential extensions.

AWARDS

AICP — Most Next Award / Integrated Campaign

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Art Director's Club — Silver / Branded Content

Cannes Lion — Titanium (Silver) / Integrated

Cannes Lion — Bronze / Integrated Promo and Activation

Cannes Lion — Bronze / Use of Events and Stunts

Cannes Lion — Shortlist / Editing

Cannes Lion — Shortlist / Film Craft

Cannes Lion — Shortlist / PR, Food, and Drink

Clio Awards — Gold / Social Media

Clio Awards — Shortlist / Film Technique, Music

D&AD — Graphite Pencil / Integrated and Innovative Media

D&AD — Wood Pencil / Impact Award For Social Good

David Ogilvy Awards — Gold / Changing Consumer Behavior

Effie Awards — Gold / Sustained Success

Effie Awards — Silver / Automotive

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London International Award — Grand Prix / Non-Traditional

London International Award — Gold / Multimedia Campaign

London International Award — Silver / Innovative Use of Film

London International Award — Bronze / Humor: TV, OLV

New York Ad Festival — Gold / United Nations DPI

The One Club — Silver / Cross Platform

The One Club — Silver / Digital Direct

The One Club — Shortlist / Reputation Management

Webby Awards — Gold / Automotive

FREELANCE

360i / Argonaut / AKQA SF / Attik / BBDO Energy

BBDO SF / BSSP / Coinbase / Critical Mass / Digitas

Edleman / PapaJohns / Leo Burnett Milano / Ogilvy

Quality Meats / Realtor.com / Zillow

CLIENTS

META / Ray Ban / Samsung Mobile / Samsung DA /

YETI / Kellogg’s / Allstate / Procter & Gamble (Tide & Crest)

AdCouncil / McDonald's / Lexus / Scion / Fiat / Subaru /

Nissan / Papa Johns / Odwalla / SmartLife / City of Chicago

Art Institute of Chicago /

EDUCATION

BASc. Physiology

University Illinois Chicago