

SONIA
SEGAT
AYALA

ART
DIRECTION
DESIGN

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EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

Loblaws Inc. | Nov 2021 - Present

- Develop creative concepts with ACD Copywriter partner across food, health, loyalty, charity and financial brands.
- Manage the creative development process with creative teams.
- Partner with strategy, accounts and production to create amazing work. Problem-solving together to ensure we meet KPIs and the brief.
- Report to senior creative leadership.

SENIOR MANAGER, ART DIRECTION

Loblaws Inc. | June 2020 - Nov 2021

SENIOR ART DIRECTOR

Loblaws Inc. | Jan 2020 - June 2020

- Senior Art Director on the President's Choice brand portfolio (Food, PC Optimum, PC Financial, PC Children's Charity, PC Health)
- Strategic and executional experience with social media, digital and print materials. Animated video content, web banners, still and motion art direction.
- A true brand champion, ensuring brand guidelines are always adhered to.
- Self-starting project and leader from concept through to final delivery.

SENIOR ART DIRECTOR

Match Marketing | July 2017 - Jan 2020

- Created 360° campaigns for clients such as Mars, Agropur and Cineplex

SENIOR ART DIRECTOR

Bensimon Byrne | May 2014 - July 2017

- Lead Art Director for Mattamy Homes, Canada's Largest Homebuilder.
- Design brand logos, brochures, Sales Centre interiors, OOH signage, print, digital and social media advertising.
- Art direction of still and motion photo shoots.
- Supervise and guide a team of art directors and designers.

ART DIRECTOR/GRAPHIC DESIGNER

Payne and Associates Advertising | Aug 2006 - May 2014

- Created brand logos, Sales Centre display materials, print and digital advertising.
- Art direction of still and motion photo shoots.

EDUCATION

ADVERTISING AND GRAPHIC DESIGN

Humber College | Sept 1999 - May 2001

Attained honors standing for outstanding academic achievement

SKILLS

Expert in MAC software and Adobe Creative Suite, including InDesign, Photoshop and Illustrator. Word, PowerPoint. Excellent communication and presentation skills. A passion for transparency and collaboration.

REFERENCES

Available Upon Request