

SAMMY SPITERI

**CREATIVE
DIRECTOR**

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INTRO

Sammy is an Art/Creative Director based in Los Angeles. He's developed campaigns for the skate, lifestyle, and music brands you know and love through video, photography, graphic design, and content creation.

WORK

2022-CURRENT

HUF WORLDWIDE | SENIOR GLOBAL ART DIRECTOR

COLLABORATIONS WITH NIKE, DICKIES, STUSSY, THRASHER

Global creative leader of the HUF marketing team. Managed and mentored a team of graphic designers, art directors, photographers, and content creators to deliver all the marketing assets for HUF brand. Directed photo and video shoots in studio, in environment, and virtually. Directed and managed creative from international HUF marketing teams globally. Partnered with brands outside of HUF to execute collabs.

2021-2022

LAUNDRY SERVICE | ASSOCIATE CREATIVE DIRECTOR

AMAZON MUSIC, AMAZON FASHION, NETFLIX

Provided oversight and leadership on projects and campaigns from ideation to execution. Guided and mentored Art Directors, Designers and Copywriters. Provided art direction on set for photo/video shoots with music and sports talent. Lead client pitches and presentations, and maintained client relationships. Partnered with project managers and producers on staffing, workflow, timelines, and briefs.

2019-2021

DC SHOES | ART DIRECTOR

Designed globally marketed skate and lifestyle campaigns from concept to completion. Designed titles and provided art direction for video projects and commercials. Provided concepts and art direction for photoshoots in studio and in environment. Partnered with outside brands like ACDC and Bob's Burgers to lead product collaboration marketing campaigns. Provided mentorship and guidance to junior creatives and design team.

2018-2019

SONY PLAYSTATION | SENIOR GRAPHIC DESIGNER

Designed key art for Sony's global PlayStation@VR campaign. Provided oversight to campaign design executions. Designed concepts for seasonal digital marketing campaigns. Assisted in studio photoshoots. Collaborated with video team to create motion graphics.

2015-CURRENT

FREELANCE ART DIRECTION

- Jordan Brand
 - Adidas Skateboarding
 - Fucking Awesome
 - GoPro
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SCHOOL

2016

B.A. GRAPHIC DESIGN | CSU EAST BAY | OAKLAND, CA

2014

A.A. BUSINESS MARKETING | SIERRA COLLEGE | TRUCKEE, CA

SKILLS

**TEAM LEADERSHIP
CREATIVE DIRECTION**

**PHOTO DIRECTION
VIDEO DIRECTION**

**GRAPHIC DESIGN
MENTORSHIP**