



Logan Bell

Creative Director

bell.logan@gmail.com
www.loganbell.com

Creative design leader with over two decades of experience working with global brands, overseeing creative production across a variety of touchpoints.

EXPERIENCE

Creative Director

Hook / Jan 2019 – Present (*Assoc. Creative Director, Oct 2017 – Dec 2018*)

Creative group lead on YouTube TV & NFL Sunday Ticket; grown from an interim retainer into the agency's flagship account. Overseeing the development of brand marketing and product solutions across video, UI/UX, connected TV, digital and social. Client creative lead, providing direction and oversight, while ensuring the development & efficiency of over 20+ creative team members. With prior creative oversight over various YouTube and Google properties.

Senior Art Director

Ayzenberg / Mar 2017 – Sep 2017

Concept, art direct and execute deliverables in support of Microsoft Store social, Xbox & third party affiliates. Support for seasonal campaigns, shaping social content for various audiences. Collaborating with other creatives, while guiding the work of design and animation resources.

Senior Art Director

Ogilvy / Sep 2015 – Mar 2017

Content studio lead on various social and digital projects across a range of industries from tech to healthcare, building materials, & more. Provide creative solutions, while supporting new business pitches, budget tracking, staffing, and oversight on creative vendor work.

Part-time Lecturer

CSU Northridge / Aug 2016 – Dec 2016

Aid and cultivate senior graphic design students' design skills and problem solving abilities in preparation for a commercial work flow. Lecture on the core fundamentals of design; while implementing exercises, lessons and projects, to prepare students for a career path in design.

Art Director

Sony Pictures Television / Oct 2008 – Jan 2015

Led cross-functional work streams for Crackle, a Sony Pictures streaming service, directing designers, external agencies, and multimedia teams to scale UI/UX, rich media, key art, digital, and social campaigns for short and long-term brand initiatives to elevate brand awareness.

Graphic Designer

Activision Blizzard / Jan 2007 – Oct 2008

Ideate and oversee the evolution of visual identities for video game franchises, developing high-impact key art, consumer packaging, promotional collateral; leveraging specialized print finishes designed to elevate point-of-sale branding and consumer acquisition.

EDUCATION

MFA Visual Communication

CSU Northridge / 2015

BA Graphic Design

CSU Northridge / 2006