

hi, i'm lilliana vazquez.

creative direction

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experience

Saatchi & Saatchi Wellness, NYC Group Art Supervisor 1/2022 – Present

Transformed brands strategically and creatively with innovative campaigns for national and global giants across diverse industries, including Pet Care, Skin Care/Dermatology, Beauty, Facial Aesthetics, Allergy Relief, Nutrition, Cold and Flu, Women's Health, Diabetic Care, and Therapeutic Chronic Migraine.

Oversaw the end-to-end production of captivating video and photography content for a multitude of brands and agencies operating under the Publicis Network, skillfully managing these endeavors both in-person and remotely across a spectrum of industries.

Conceived game-changing concepts that secured major business opportunities for brands spanning the OTC, DTC, and HCP domains.

Demonstrated exceptional leadership by effectively leading a dynamic team of in-house and freelance creatives, orchestrating seamless and successful launches for a diverse array of prominent brands.

Art Supervisor 8/2020 – 12/2021

Senior Art Director 6/2019 – 7/2020

Art Director 11/2016 – 5/2019

Junior Art Director 9/2015 – 10/2016

Freelance 2012 – Present

Kean University, NJ

Design Assistant 11/2014 – 5/2015

BRAVO TV, NYC

Art Direction Intern 6/2014 – 8/2014

education

BFA Interactive Advertising Design 2015

Kean University, NJ

awards/honors

2024 New York Festivals Health Awards, Wellness Grand Jury

2023 DTC Perspectives Early Career Achievement Award

2022 Cannes Lion Health & Wellness Shortlist Jury, 2022 Clío Jury

2021 Cannes Lion, D&AD, The Andy Awards (3), CLIO Awards, LIA Grand Prix, Fast Company, Dieline Awards, Shorty Awards, Penta Awards, The One Show (3), ADC Awards (2), New York Festivals (3)