



INFO

Steve (Zwilly) Zwilling

Creative Director

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SOCIAL

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BIO

With over 25 years of experience as a creative and committed leader—in ad agencies, internal creative departments at some of the country's largest financial institutions like Union Bank, Wells Fargo and Wachovia, and 11+ years running his own ad agency—Steve has successfully produced everything from large integrated campaigns, UX Product Design, advertising, collateral and TV commercials, to direct mail, event marketing and digital/online media.

Through it all he has personally built and maintained strong, productive and deeply engaged teams.

He has also conceived complete re-brands while at Wells Fargo and Union Bank, fleshing out thousands of materials into the new look and brand voice.

SKILLS

- Branding: research, ideation and creation
- Illustration: vector and iconography
- Integrated campaign development
- Retouching
- Social media campaign creation: static and animated (all channels)
- Strategy
- Storytelling

SOFTWARE

- Adobe Acrobat CC
- Adobe After Effects CC
- Adobe Dreamweaver CC
- Adobe Illustrator CC
- Adobe InDesign CC
- Adobe Photoshop CC
- Microsoft Powerpoint
- Microsoft Word
- proto.io (UX Design)

EXPERIENCE

1 Senior Art Director (Contract)
Wells Fargo
San Francisco, CA
June 2020 - Present

Current position: Senior level creative working on Consumer Lending and Credit Card. Integrated campaigns from print to e-mail and all things digital.

2 Senior Creative (Contract)
Visa/Visa University
Foster City, CA
January 2019 - June 2020

Created a brand awareness campaign for Visa University (print and digital). Handling day-to-day creative needs; print, digital, events and online Learning Hub assets. Provided creative for Corporate Marketing; print, social media, events, infographics. Also art directed, storyboarded, and scripted videos, working with outside vendors on production. Instrumental in creating a VR (Virtual Reality) experience for Visa.

3 Internal Agency Head/Creative Director
MUFG/Union Bank
San Francisco, CA
2013 - October 2016

Launched, staffed, and managed a 20 person in-house "start-up" advertising agency (branded "BUZZ!") at Union Bank/MUFG. Conceived and directed branding and creative for both Union Bank and its parent company, MUFG.

4 Creative Group Manager
Wells Fargo Bank
Oakland, CA
2008 - 2013

Led creative teams to work on key Wells Fargo lines of business; Regional Advertising, Small Business, Credit Card and Diverse Segments.