



Kevin Finney

Art Director

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WORK EXPERIENCE

Sr. Art Director/ACD

GSW Worldwide feb. 2011- apr. 2024

For the past 13 years I have been actively engaged in pharmaceutical advertising at GSW Worldwide (GSW was recently named pharma agency of the year) as a Sr. Art Director/ACD creating award-winning integrated campaigns (web, print, dm, digital, and social) for Lilly (oncology), Roche diagnostics, Amgen (osteo and covid care), Takeda (Hyqvia and Cuvitru), and Lilly diabetes among others.

I recently produced a series of videos highlighting Lilly's involvement with the cancer patient's journey which were honored by Communication Arts. My :30 spot for Komen foundation to heighten local awareness of what Komen does between its annual races recently won several Addys as well as a judge's choice and was nominated for an Emmy.

I most recently headed GSW's "Sprint" program which was created to quickly produce and distribute social media/digital content with the intent of posting communication/messaging campaigns in a very timely manner.

I was also very involved with pitching new business, contributing pitch campaigns and midjourney (A.I.) comps to recent Quest, Roche, Amgen, and Amgen/UCB wins worth several mil. dollars.

I recently contributed to the very successful launches of Takeda Cuvitru for CIDP, and Astellas Zolbe for gastro-cancer.

Freelance Art Director

nov. 2009- feb. 2011

Freelancing in the l.a. area creating web media for several companies. clients include: evox.com, voomerang.com.

v.p. Associate Creative Director

Team Detroit nov. 2003- nov. 2009

Prior to working at GSW, I was an Associate Creative Director at Team Detroit (in Detroit) where I led the very successful, award-winning Microsoft/Ford launch of SYNC (Ford's hands-free in-car communication system) which involved web, tv, print, direct, radio, social, and experiential.

The launch for this product had its roots online. I managed and coordinated 5 agencies (JWT, Y&R, Wunderman, Razorfish, and O&M) to accomplish this task. I also created the majority of content across the different disciplines.

I also created campaigns for Ford, Lincoln, and Mercury brands (which included a Super Bowl spot).

Freelance Art Director

feb. 2002- nov. 2003

Freelancing in the l.a. area creating web media for several companies. clients include: hispi.org, labeledaddy.

Sr. Art Director

Duncan & Assc. jul. 2000- feb. 2002

Created campaigns, direct, print, and OOO for Albertsons/Kroger supermarkets and for Los Angeles Police Academy.

FLUENCY

I am Mac-proficient in Photoshop, Illustrator, In-design, Sketch, Figma, XD, and Adobe Express. Excellent comping skills using Midjourney I.A. I have a working knowledge of html5, and css.

AWARDS

Mobius, Mobius, Mobius, New York Festival World Medal, Mobius, Addy, Addy, Addy, Addy, Addy, Addy, Addy, Addy (judge's choice), Communication Arts, Emmy nomination.

EDUCATION

Bachelors Fine Art (painting and drawing): Cal State University, Northridge.

SPARE TIME

In my spare time I like experiment with attracting viewers on social media. I like to paint and post to my instagram account as well as create self-promo ads. I have worked up my Instagram page to over 80,000 followers.

I am also working to publish my first graphic novel. It is not worth noting that I play guitar and cover Pixies songs.