

SAATA BANGURA

About

Saata is a multidisciplinary creative with 15+ years of experience in creative direction, art direction, and graphic design whose work is rooted in culture and human-centered storytelling. She has worked on 360 campaigns in the advertising, marketing, ad tech, sports, CPG, and non-profit industries, focusing on brands and initiatives that create impact at scale.

Recognition

2021 Next Creative Leaders Judge

2019 American Advertising Awards – Los Angeles winner in the Integrated Campaign category (Silver award)

2019 Indigo Design Award winner in the Integrated Graphic Design category (Bronze award)

2018 Shorty Award winner in the Contestor Promotion category

2017 Mentor + Judge for The One Club for Creativity's San Francisco Creative Boot Camp

2016 recipient of Graphic Design USA's American Graphic Design Awards (in 3 categories)

2008 honoree of the American Advertising Federation's Most Promising Multicultural Students Program

Education

The Book Shop (2015) Loyola Marymount University, B.A. in Graphic Design (2008)

Software & Skills

- + Creative direction
- + Art direction
- + Creative Strategy
- + Content Strategy
- + Copywriting
- + Blogging/editorial writing
- + Adobe Illustrator, InDesign, Photoshop, Acrobat
- + Front-end UI Design
- + Basic HTML
- + Basic animation
- + WordPress
- + MailChimp
- + Asana
- + Microsoft Office
- + Mac & PC OS

Contact

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Portfolio: saatabangura.com

Location: Los Angeles, CA

EXPERIENCE

Freelance Associate Creative Director / Design Director / Sr. Art Director Various Companies | Los Angeles, CA | Nov. 2009 – Present

Lead design, branding and marketing efforts for clients at various agencies, including AKQA, 160over90, Mass Appeal, gotham, and LAGRANT COMMUNICATIONS. Brands and clients have included Google, Under Armour, Nike LA, The New York Knicks, Marriott, The 3% Movement, Loyola Marymount University, UCLA, Covered California, The American Heart Association, and The League of Conservation Voters. Projects include art direction, creative direction, brand management, creative / content strategy, experiential / environmental design, social media design, marketing collateral, pitch decks, 360 advertising campaigns, swag / apparel items, and more.

Associate Creative Director

Ogilvy | Los Angeles, CA | August 2023 – April 2024

Developed big, breakthrough creative ideas for Mrs. Meyers, SC Johnson (corporate), Raid, Ecolab, GLAAD, and Jimmy Dean, operating in the Mid + West collective creative team across LA and Chicago. Also, mentored junior creatives, provided thought leadership for the agency, and worked to implement better processes and procedures to streamline and inspire creativity.

Art Director

Starlight Children's Foundation | Los Angeles, CA | Jul. 2017 – Mar. 2019

Spearheaded the creative translation of the Starlight brand across all print and digital platforms. Art directed and curated creative content for all event marketing, PR/social media campaigns and initiatives related to celebrity and brand partnerships, including Coldplay, Martha Stewart, Disney, Nintendo, Major League Baseball, Dunkin Donuts, Baskin Robbins, Michaels, Niagara Cares and *Star Wars: Force for Change*, (a charitable initiative from Lucasfilm and Disney). Concepted and produced all branding, signage, and marketing materials used for Starlight's premiere annual event, Dream Halloween, which was attended by 1,200+ people. Collaborated with Starlight's biggest partners and sponsors to design custom logos and Snapchat filters for the event's on-site activations. Also, worked with Hawkins Mikita, an LA-based influencer agency, to create social media advertising campaign assets for Starlight's 2018 Design-a-Gown contest, winning a 2018 Shorty Award and LA ADDY Award for the campaign.

Graphic Designer

Rubicon Project | Los Angeles, CA | May 2013 – Nov. 2016

Led the conceptualization and production of high-quality print and digital display creative for worldwide, full-production events, VIP initiatives and marketing / social media campaigns that influenced top-tier clients. Worked with key stakeholders of all levels to art direct and design print collateral, email communications, logos, infographics, presentations, web assets, environmental signage and other content pieces for marketing / product marketing initiatives. Increased efficiency within the marketing team by developing and implementing a new creative project management system. Also, defined creative briefs, interpreted complex ideas into simplified visual solutions, trained and mentored a design intern, and created strategic and effective designs that achieved operative and revenue goals.

Manager / Team Lead, Ad Quality

Rubicon Project | Los Angeles, CA | Nov. 2010 – May 2013

Managed a team of 5 and oversaw all aspects of ad quality control, including creating and rolling out new systems around processes, procedures, SLAs and escalations. Supervised the hiring and onboarding process of new employees on the team.

Assistant Design Editor & Ad Designer

The Los Angeles Loyolan Newspaper | Los Angeles, CA | Aug. 2006 – May 2008

Coordinated with Sales and Business leads to drive revenue by designing custom ads for various clients to advertise within the newspaper. Designed weekly layouts and infographics for weekly issues, and presented design ideas to the editorial staff to improve the newspaper's overall layout design.