

Seth Hatfield

Associate Creative Director/Art

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Bio

Seth is an award-winning creative director with 10+ years of experience in the advertising and PR industry. After starting out in the Boston area, Seth went to WPP agency VML, designing branded social experiences for consumer and financial brands. More recently he has shifted predominantly to the tech sector, managing art, copy and video teams to build forward thinking campaigns that elevate brands. Seth moonlights as an adjunct professor to pass on skills and experiences to the creative minds of tomorrow.

Skills



Education

Boston University
MS: Advertising

New York University
BFA: Film & Television Production/
Cinema Studies

Awards Shows

MITX

Finalist: 2018 Integrated Marketing.
MAIA - Live Boldly, Prepare Accordingly

Judge: 2017 Best Tech Innovation of the Year
- Small to Mid-Size Business

OMMA

Winner: 2015 Online Advertising Creativity.
Glidden - Watching Paint Dry

HATCH

Silver: 2015 Innovation.
Glidden - Watching Paint Dry

Experience

Associate Creative Director/Art Director

Our True North: 2020 - Current

Brand identities for VC startups that create differentiation. Using developing technologies to design cross-platform digital experiences for B2B and B2C clients.

CLIENTS

Sanofi Genzyme, Caesars Entertainment

Adjunct Professor of Graphic Design

Boston University: 2019 - Current

Graphic Design Essentials: Using Adobe Creative Suite Effectively

Associate Creative Director/Art Director

Racepoint Global: 2014 - 2020

Managed a 24 hour design studio with locations in Shanghai, Hong Kong, London and Boston. Lead creative campaign and design work that won business with John Deere, Panasonic, Huawei and more.

CLIENTS

Samsung, Panasonic, Pittsburgh Steelers, MediaTek, John Deere, IBM, Huawei, ARM, Reebok, PPG

Art Director/Designer

VML (Now VMLY&R): 2012 - 2014

Art direction and design + working with art & copy teams in Chicago and Bogota, Colombia on creative social activations for B2C clients. This work helped generate new users for social and rewards programs.

CLIENTS

MasterCard, Dunkin', Keurig, Kimberly Clark, NHL, Citizen's Bank, Boston Celtics, New England Patriots

Freelance Art Director/Senior Designer

2006- 2012

Graphic design, HTML and CSS for clients rebuilding digital assets to incorporate social media. Agencies include: MatchMG, Mind+Matter, Winsper, Inc., E-Ink, British Telecom.

CLIENTS

ExxonMobil, Walmart, Keurig, Biogen Idec, Sanofi Genzyme, MFA Boston, STIHL, J. Jill, Intel