

Ro Cabral_ Creative Director

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S U M M A R Y More than a decade of creative experience and conceptual agility. A Street Artist turned Creative Director, I bring uncommon character and a knack for developing integrated Experiential work that drives traffic and Likes, and striking Web, TV, Print and Outdoor.

Full-time

Creative Director

LEO BURNETT, ARGENTINA, 2010
Marlboro, Philip Morris International

Associate Creative Director

TRUE AGENCY, LA CA, 2003–2007
Nissan, Infiniti, AARP, Hilton Hotels

Art Director

OGILVY & MATHER, NY NY, 1997–2000
IBM, Wamsutta, Ponds, Kodak

Freelance

CD @ DAVID & GOLIATH, EL SEGUNDO CA, 2012, 2013, 2014
Kia, NY NY Hotel & Casino, Monte Carlo Las Vegas Resort and Casino

ACD @ OGILVY & MATHER, LA CA, 2011
Proofpoint, Communities In Schools

AD @ THE CDM GROUP, LA CA, 2011
Pfizer, Amgen

AD @ TBWA\CHIAT\DAY, LA CA, 2008
Nissan

AD @ EQUIPO SINGULAR, BARCELONA SPAIN, 2002
Perrier, Spain

My New York Freelance Hustle, 2000–2001
Coca-Cola @ MCCANN; Anderson Consulting, AT&T, Nortel Networks @ Y&R;
Intel @ MESSNER; Global Crossing @ GOTHAM, Starwood Hotels @ DDB; FCB

International Sabbaticals, 2001–2003 and 2007–2009

Produced bodies of artwork for exhibition @ The Museum of Contemporary Art, LA, The Pasadena Museum of California Art and Barcelona Arte Contemporáneo Art Al Carrer III

Notable Experience

Commissioned Murals –National Endowment for the Arts, S.P.A.R.C., KNBC
Illustration –American Ill. Annual #23, US, Guitar and Lowrider Magazines
Select Bibliography –The History of LA Graffiti Vol.1; Graffiti LA; Graffiti Verité
Lollapalooza –Mean Art Tent 1995, touring visual artist

Education

Art Center College of Design, Pasadena CA