

nick agderian .com

ph. 347.405.3627
agdeez@yahoo.com

“ Nick has successfully converted his considerable talents in fine art, music, and technology – and the results are never less than amazing. Armed with an overactive imagination, childlike curiosity and the mind of a benevolent mad scientist, Nick constantly redefines the wonders to be found at the intersection of marketing and technology. Thus far, his list of accomplishments include the creation of award winning national and global integrated campaigns for some of the world’s most visible names. ”

experience

vml.ny
associate creative director
2.05 – present

In 2005, Nick was sent to New York to aid in establishing VML’s New York presence. Since then, VML NY has grown into a 40 person office servicing several of VML’s larger clients. His responsibilities include leading creative teams through the concepting and execution of global digital marketing campaigns for clients like Xerox, ESPN, Burger King, Jagermeister, and Adidas. Along the way, Nick has gathered multiple recognitions including a New York Festival award, two ADDYs and a 2008 Webby for his work on Xerox Frugal Color.

wunderman
senior art director
2.06 – 7.06

In early 2006, Nick represented Wunderman as a part of Young & Rubicam Brands in a pitch to secure a majority of Diageo’s liquor brands. After the business was secured, Nick led creative initiatives for Guinness, Crown Royal Racing, Johnny Walker and a regional product launch for Smirnoff Raw Iced Tea.

y&r
art director
4.05 – 12.05

Shortly after arriving in New York, Nick was approached by Y&R Executive Creative Director, Matt Eastwood, to help add digital expertise to a global brand campaign for Dr Pepper. The result was a change in the way Y&R approached digital. The campaign proved that no campaign should start with a 30 second spot, rather a solid idea that lent itself to all forms of media. The way the “There’s More To It” campaign was created is now commonplace throughout the industry, but at the time, it was a major shift in thinking.

vml.kc
art director
2.03 – 2.05

Fresh out of college, Nick cut his teeth as an Art Director on clients like Sprint, Burger King, Simon Industries, and Microsoft. Nick and his team were responsible for pitching progressive ideas. In a time before social networking, user submitted content, and youTube, the team successfully convinced Burger King and Microsoft to put their brands in the hands of the consumer with projects like Have It Your Way Nation and MSN Reality Fame. The faith was rewarded with heightened brand recognition and even a Cannes Shortlist.

client list

- | | | |
|---------------------------------|--------------|------------------|
| Burger King | Xerox | Guinness |
| Dr Pepper | Microsoft | Smirnoff |
| Office Depot Racing | LG | Crown Royal |
| ESPN | Sprint | Johnny Walker |
| Associated Tennis Professionals | AT&T | Gallo Bella Sera |
| Adidas | Accenture | Lincoln-Mercury |
| MTV | Jagermeister | Simon Properties |
| | | Fearless Yachts |

arsenal

- | | | |
|-----------------------------|----------------|----------------|
| film: | design + web: | sound design: |
| Final Cut Studio | Photoshop | Reason |
| After Effects | Illustrator | Peak |
| Cinema 4D | Flash | Soundtrack Pro |
| Various Compression Systems | Flash Catalyst | |
| | inDesign | |
| | Dreamweaver | |

awards & press

Frugal Color
Xerox
2008 Webby
New York Festival
2008 WebAward
W3 Gold
2008 IAC Gold

Seek the Silver Surfer
Burger King
2008 IAC Gold
2008 Gold Addy

The Apprentice
Burger King
Future Marketing Award
2006 How Design Interactive Design Annual
Lester Wunderman Award

Reality Fame
MSN
Cannes CyberLions Shortlist
AIGA A2 Award
2006 Best in Show Addy

attributes

designer for successful impact
project pilot from concept to completion
Tony quality boardroom showman
handy behind a camera
handy directing a camera
handy handling footage (by hand)
creative team shepherd
decent on the 1s and 2s (though my apartment has forced me to go digital)
an absolute assassin at Mortal Kombat II

end resume