



## Nick Law

### EVP, Chief Creative Officer, North America

As Chief Creative Officer, NA, Nick is responsible for the overall creative vision of the agency. In his role, he guides creative teams consisting of visual designers, copywriters, and interaction designers, working in close collaboration across disciplines. He ensures that R/GA stays true to its legacy by fostering creative ideas in all team members, including those in technology and strategy.

Nick joined R/GA in 2001 and has played a significant role in shaping R/GA's creative vision. In that time, his work has won numerous international awards and has been widely published in the United States, the United Kingdom, and Asia-Pacific. Within a year of joining the company, he was promoted to vice president of visual design and shortly thereafter named executive creative director on the Nike account.

Nick's background is extensive and diverse, spanning multiple marketing disciplines during 20 years at agencies in the United States and abroad. He began his career in design/corporate identity and then made the switch to advertising, working on both the traditional and interactive sides. His range of experience is an important asset for R/GA as the agency takes on more global assignments requiring the integration of channels, formats, languages, and cultures.

Nick gained advertising and interactive experience at FGI where, as art director he was responsible for the agency's creative vision, direct advertising, design, and interactive projects for a variety of clients. He also worked at D'Arcy Masius Benton & Bowles (DMB&B) in London, where his global accounts included Arthur Andersen, West Merchant Bank, and the Montreux International Television Symposium. Nick developed his design sensibility while working at various branding agencies.



He was a senior designer at Diefenbach Elkins (now FutureBrand) in New York, the international corporate-identity design firm and in London at Pentagram, under the guidance of the legendary Alan Fletcher and John McConnell. Nick helped develop and implement corporate identities for clients such as Clarks Shoes, the Tokyo Metropolis Government Office, and Eastman Kodak.