
mINDY bENNER

Los Angeles, California

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Creative Director
www.themindy.com

Creative Director with 15+ years building cohesive worlds across film, live installations, and large-scale physical environments. Experienced in shaping narrative, visual systems, and spatial storytelling, and leading multidisciplinary teams from concept through real-world execution.

Education

2007 - 2011
**Art Center
College of Design**

Bachelors of Fine Arts
Advertising
Honors Graduate

2004 - 2006
**University of California
Los Angeles**

Bachelor of Arts
Mass Communication
Political Science
Magna Cum Laude

Work Experience

Oct 2020 - Present

Creative Director | Anomaly, Los Angeles

Led multidisciplinary teams in the creation of cohesive, narrative-driven worlds expressed through 360° brand platforms, product creation, film, live installations, and physical environments, ensuring visual and experiential consistency throughout.

Hulu - Led creative vision and world building for Hulu Motel - a live, immersive experience that re-launched the brand by bringing Hulu's hit shows to life. Directed a multidisciplinary team of designers, art directors, filmmakers, and fabricators and installation teams to create the space and extend the world across film, social and PR.

Reese's Puffs - Pioneered a product first creative approach that saw new products created with cultural partners take the place of traditional advertising. Led product development, production and comms teams that created a remote controlled cereal yacht for Lil' Yachty, a mobile AR game in partnership with artist Kaws and a limited edition breakfast fashion accessory in partnership with street wear designer Ambush that was featured in Vogue.

Lucky Charms - Created a 77 page children's storybook about Lucky's origin story, launched Lucky's music career with an 8 track musical album and lyric video.

Monster Mash - Created a brand new cereal SKU to celebrate the Monster line of cereal's 50th anniversary.

Liquid IV - Established the creative vision for a new global brand platform, building a cohesive brand world that unified voice, visuals, and storytelling across a brand anthem, identity system, and global communications through film, social, and out of home.

Hoka - Led the creative vision for a global brand relaunch, defining a cohesive brand world that anchored a 360° system spanning product storytelling, film, photography, visual identity, and global brand and product toolkits. The launch significantly increased global awareness and earned top industry recognition for craft and direction.

Cash App - Defined the creative vision for Cash In, repositioning Cash App as a modern financial ecosystem through a cohesive brand world expressed across its largest integrated launch to date.

Cheerios - Built a movement-driven brand world centered on heart health, partnering with Ice-T to translate the idea into films and audio workouts that encouraged real-world physical activity.

Apr 2019 - Jun 2020

Creative Director | Condé Nast, New York

The New Yorker - Led creative vision and world building for The Right Question Changes Everything, The New Yorker's first-ever brand campaign, translating the magazine's editorial philosophy into a cohesive narrative world expressed through film and design.

- Worked in close partnership with editorial leadership to ensure creative expression upheld the magazine's voice, rigor, and cultural authority while introducing a new outward-facing brand presence.

Nov 2018 - April 2019

Associate Creative Director | Anomaly, New York

Carnival Cruise Lines - Led creative direction for the launch of Horizon through a social-first experiential concept centered on a tailored, first-guest experience aboard the ship. Directed teams across design, film, and experiential to document and amplify the moment through content and social storytelling, reaching over 3.5 billion impressions globally.

Petco - Shaped the creative vision for Cleaning House, establishing a cohesive brand world around pet health and nutrition. Oversaw the creation of a new visual identity system, a multi-film campaign, and the launch of a nutrition program.

Sept 2018 - January 2019

Adjunct Professor | School of Visual Arts, New York

Designed and taught the Advanced Advertising course, mentoring emerging creatives and shaping conceptual rigor, craft, and professional readiness.

Jan 2017 - Present

Founder, CCO | Pussy on Protest , Los Angeles

Founded Pussy on Protest, a design-led women's advocacy platform that enabled people to amplify their voices in the aftermath of the 2016 election. Developed the POP pin, paired with a postcard addressed to the White House to encourage direct participation. The project later entered the Smithsonian's permanent collection in 2017.

Aug 2015 - Nov 2017

Senior Art Director | 72 and Sunny, Los Angeles

Truth - Developed award-winning work for America's leading anti-tobacco nonprofit, including Catmageddon, a culturally provocative campaign that challenged smoking behavior across broadcast and digital platforms.

eBay - Helped shape Fill Your Cart With Color, a vibrant brand world expressed through advertising, social, and digital experiences.

Earlier Roles Include: Art Director, and Junior Art Director at Co:Collective, Mullen, and TBWA\Chiat\Day.

Recognition

My work has been widely recognized from institutions like the **One Show**, **Clios**, **Effies**, **Addys**, **Digiday** and **AdAge** but I'm more proud of the cultural impact my work has created across power-houses such as **Vogue**, **Hypebeast**, **Stock X**, **Huffington Post**, **Smithsonian Museum** and major televised media like the **Colbert Report**, **Jimmy Fallon** and **Good Morning America**, to name a few.