

Leighton Dyer

SENIOR ART DIRECTOR

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PROFILE

Award-winning senior creative with 26 years in the industry, 20 of them as an art director. Recognised with an ADFEST Grand Prix, Cannes Silver and Bronze Lions, and The One Show, with work spanning TV, outdoor, digital and integrated campaigns. Currently Art Director at Uchi Japan; previously Global Art Director for Nidecker and éS Footwear, Creative Director at Orion Health and founder of Rascals Advertising.

EXPERIENCE

Art Director · Uchi Japan

Sept 2025 – Present

Global Art Director · Nidecker / éS Footwear

Sept 2018 – Sept 2025 · Global brand creative for Nidecker and éS Footwear.

Creative Director · Orion Health

Mar 2014 – Aug 2018 · Creative direction for the Orion Health brand.

Founder & Senior Art Director · Rascals Advertising

Sept 2009 – Mar 2014 · Founded the agency; agency website shortlisted at the FWA Awards.

Senior Art Director · DDB Auckland

Jun 2007 – Sept 2009

Senior Art Director · Lowe Auckland (agency since closed)

Apr 2007 – Jun 2007

Designer, then Art Director · Publicis Mojo Auckland

Feb 2001 – Mar 2007 · Progressed from Designer to Art Director.

SELECTED AWARDS

ADFEST – Grand Prix, Lotus 360 · Cadbury Moro "4th" campaign

Cannes Lions – Silver Lion · HP, "Resignation Letter"

Cannes Lions – Bronze Lion · Auckland City Mission, "Pavement" TVC

The One Show – Merit · Auckland City Mission Advent Calendar

Clio Awards – Finalist · Auckland City Mission, "Pavement" TVC

AXIS Awards – Bronze · Glassons TVC

Young Guns – Bronze · Hallensteins Xmas Bag

AdMedia – Billboard of the Year · Ace Rentals

FWA – Finalist · Rascals Advertising website

SKILLS

Art direction · Typography · Copywriting · Content creation · Planning & strategy · Project management · Directing & DOP · Editing · Adobe Creative Suite (full) · HTML5 / CSS front end (basic)

TRUSTED BY

Cadbury · Coca-Cola · Vodafone · Lufthansa · Volkswagen · SKY TV · Sole Technology / Nidecker · DC Shoes · éS Footwear · Def Skateboards · Orion Health · Mercury Energy · AMI Insurance · Lotto · The Warehouse · Warehouse Stationery · Hallensteins · Glassons · Speight's · Lion Red · Waikato Draught · Uncle Toby's · Bluebird · Premier Beehive · APN