**Graphic Designer / Creative Director** 

# **PERSONAL STATEMENT**

Talented marketing and communications specialist with over 20 years of graphic design and multidisciplinary creative direction experience. Deep familiarity with ad campaigns, creative strategy, editorial layouts, corporate identity development and business collateral production for a wide-ranging roster of clients.

Create and maintain collaborative partnerships with all clients. Adept at managing multiple tasks and seeing complex projects to completion. Powerful communicator - lead through collaborative idea sharing, high standards for quality of content, and fostering the talents of each artist by allowing ownership and accountability.

# **VOLUNTEER EXPERIENCE**

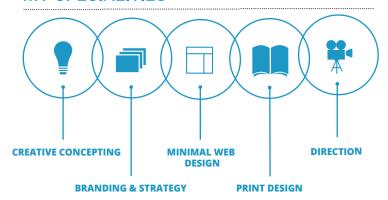
Take Me Home

2011 - 2018 Volunteer / Cause :: Animal Welfare

TMH is a non-profit, volunteer-based organization that has been saving the lives of homeless animals for more than nine years. We work in conjunction with shelters and rescues throughout California and beyond to help save animals on death row, on the streets or in unsafe living conditions. Our team is driven by love, compassion and doing right by innocent animals

# MY SPECIALITIES

who have no voice.



# **DESIGN SKILLS**

## **01 Computer**

Final Cut Pro

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe After Effects
Adobe Flash
Power Point Design
Sketch Web

## 02 Knowledge

- Layout & Design
- Typography
- Color Theory
- ★ Image Editing
- ★ Web UX & UI
- ★ Motion Graphics
- ★ Social Media Content
- ★ Product Photography

WorkFlow Apps: Asana - Basecamp - Slack - Jira - SalesForce

# RELEVANT WORK EXPERIENCE

## **Stillhouse:: Merchandise & Production Designer**

- Design & Implement Creative Visual Merchandising Strategy
- Monitor Vendor Costs from Concept to Sampling to Production
- Oversee Production & Development of All Merchandise
- Intergrade Our Brand Communication Via Social & Media Outlets
- Photograph and Maintain All E-Commerce Products

www.stillhouse.com INSTAGRAM: @stillhouseusa Jan 2018 - March 2019

**CAMPCO INC**:: Art Director — Los Angeles , CA Focused on print, web, motion graphics, identity, and packaging. Specializing in comprehensive brand-building & strategy by increasing their exposure, visibility and marketability. Managed freelance talent and vendors.

#### www.campco.com

Jan 2015 — Feb 2018

**Vans** — Art Director / Production Designer — Los Angeles , CA Multidisciplinary art director working in print, web, motion graphics, identity and packaging Catalogs and Lines sheets & Landing Pages

#### www.vans.com

Freelance

**Kelly Wearstler** :: Art Director — Los Angeles , CA

Hands-on technical position where I was responsible for managing design, development, merchandising and UI/UX for our ecommerce website, which was recently redesigned to be mobile-responsive.using Demandware, I was responsible for day-to-day website maintenance, including site replications, inventory management between Demandware and RetailPro, testing and bug fixes, as well as identifying and implementing new e-commerce technologies and functionalities on an ongoing basis. All Front-end web development languages, including HTML, CSS and JavaScript

I Reported directly to the Vice President of Home and the CEO. working closely in partnership with the Director of Marketing and Director of Production, as well as other key members of our team, including graphic designers, Interior Design, Home Décor, Jewelry, Furniture, Rugs, Wall Coverings, Accessories & Clothing

- Product Retouching / Print & Web Photography Patterns
- Developing & Managing Digital Marketing Campaigns
- Assisting in the Web Site Redesign ( www.kellywearstler.com)
- Design Landing Pages / Online Banners + All Sales Line Sheets
- Managing Online Brand & Product Campaigns

Interior Design, Home Décor, Jewelry, Furniture, Rugs, Wall Coverings, Accessories & Clothing

www.kellywearstler.com Nov 2013 — March 2015

**True Religion Brand Jeans** :: Marketing Graphics — Los Angeles Focused on print, Store & Outdoor graphics, identity, and packaging.

- Product Retouching for Print & Web
- Developing & Managing Digital Marketing Campaigns
- Design Landing Pages / Online Banners + All Sales Line Sheets
- Managing Online Brand & Product Campaigns

## www.truereligion.com

May 2012 - November 2013