

# Janay Winston/Art Director

I am a creative person who believes in innovation and inclusion.

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## EDUCATION

### The Fashion Institute of Technology |

Bachelor of Fine Arts 2021-2023  
Advertising & Digital Design BFA

Associate in Applied Science 2019-2021  
Communication Design AAS

### The Eastern LI Academy of Applied Technology |

Associate in Applied Science 2017-2019  
Art, Design, and Visual Communications

## EXPERIENCE

### Art Direction & Strategy Intern | FIG

May 2023-Present

New York, NY

### Creative Conceptual Intern | FleishmanHillard

September 2022 - March 2023

New York, NY

Collaborated with creatives to develop conceptual ideas for earned media campaigns. Responsible for contributing to strategic brainstorming, campaign development, and other creative process steps (such as mockups). I've generated ideas for brands such as Gatorade, Johnson & Johnson, Merck, Quaker Oats, 3M, Cisco Webex, Chase, Amazon & AbbVie.

#### Key Accomplishment:

- My concept for promoting Janssen's new INVEGA treatment was selected for the new business pitch and won the client.

### Creative Strategist & Brand Designer | Fils Unique

September 2022 - May 2023

Brooklyn, NY

I collaborate with the founder, agencies, as well as cross-functional partners in e-commerce design, product copy, and marketing to ensure designs are on-brand and accomplish business objectives. I have provided art direction and assistance with the apparel line photoshoot and produced short-form video content for TikTok.

#### Key Accomplishments:

- UI Design for the new apparel landing page.
- Developed a rebrand system.
- Co-art direct photoshoot.

### Creative Intern | Fils Unique

June 2022 - August 2022

Optimized consistency in existing retail product sheets (for Bergdorf Goodman, Neiman Marcus, Saks Fifth Avenue & Showfields). Researched and pitched a creative rebrand strategy plan. UI design for the soon-to-launch apparel line.

## SKILLS

Adaptability, Attention, Multitasking, Leadership & Enthusiasm.

Adobe Suite | Adobe Premiere | Adobe After Effects | iOS | Content Creation | HTML/CSS | Figma | Screenwriting | Copywriting

