

# Janay Winston/Art Director

I am a creative person who believes in innovation and inclusion

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## EDUCATION

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### **The Fashion Institute of Technology |**

Bachelor of Fine Arts  
Advertising & Digital Design BFA

Expected May. 2023

Associate in Applied Science  
Communication Design AAS

2019-2021

### **The Eastern LI Academy of Applied Technology |**

Associate in Applied Science  
Art, Design, and Visual Communications

2017-2019

## EXPERIENCE

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### **Creative Strategist & Brand Designer | Fils Unique**

September 2022 - Present

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 also helped rebrand the company by creating all-new brand assets including email design, website graphic design, social media assets, large-scale store graphics, and OOH advertising. 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 re-brand system.
- Co-art direct photoshoot.

### **Creative Intern**

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 re-brand strategy plan. UI design for the soon-to-launch apparel line.

### **Creative Conceptual Intern | FleishmanHillard**

September 2022 - March

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.

## SKILLS

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Adaptability, Attention, Multitasking, Leadership & Enthusiasm.

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

