

# Janay Winston

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

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## SKILLS

Adaptability | Attention | Multitasking | Leadership | Enthusiasm - Adobe Suite | Adobe Premiere | Adobe After Effects | iOS | Content Creation | HTML/CSS | Figma | Screenwriting | Copywriting

## EXPERIENCE

### Art Direction & Strategy Intern | FIG

May 2023 - July 2023

New York, NY

I actively participated in supporting the art direction and strategy teams. I contributed to brainstorming sessions for proactive briefs and attended high-level meetings, gaining valuable exposure to the creative process in a professional setting.

#### Key Accomplishment:

- I supported a successful high-profile client's campaign by providing valuable inputs and contributing to the brainstorming of art direction concepts.

### 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.

## 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

