



Janay Winston

Art Director In Progress

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As a creator, my passion for innovation and inclusion drives my love for learning and problem-solving. I specialize in brand design, strategy, UI design, and storytelling, and have a strong background in these areas. I am always seeking new challenges and opportunities to apply my skills and continue to grow as a professional.

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Skills

Adaptability	Adobe Suite
Attention	Figma
Creativity	HTML/CSS
Empathy	Writing
Leadership	Content Creation
Multitasking	
Enthusiasm	

Experiences

Creative Strategist + Brand Designer

Sep. 2022 - Present

Creative Intern

Jun. 2022 - Aug. 2022

Creative Conceptual Intern

Sep. 2022 - Mar. 2023

Fils Unique

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.

FleishmanHillard

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 & AbbVie.

Key Accomplishment:

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

Education

Bachelor of Fine Arts – Advertising & Digital Design

2021 – 2023

Associate in Applied Science – Communication Design

2019 – 2021

The Fashion Institute of Technology

As a student, I have gained knowledge and experience in a variety of areas related to design and technology. In particular, I have focused on concept development, creative strategy, UX/UI design, digital product design, and TV and web video. Overall, my education has provided me with a strong foundation in design and technology, and I am confident in my ability to apply these skills in a professional setting.

Key Accomplishments:

- CT&D Typeface Design Finalist, 2022
- CT&D Time-Based Video Scholarship Finalist, 2021
- CT&D UI Design Scholarship Nominee, 2021

References

Tyler Goff
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Elsa Mercer
Director, company name

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