

# Janay Winston

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

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## SKILLS

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Soft Skills: Adaptability, Attention, Multitasking, Leadership & Enthusiasm.

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

## EXPERIENCE

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### Art Direction & Strategy Intern | FIG

New York, NY

May 2023-Present

### Creative Conceptual Intern | FleishmanHillard

New York, NY

September 2022 - March 2023

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

Brooklyn, NY

September 2022 - May 2023

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

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.

June 2022 - August 2022

## EDUCATION

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### The Fashion Institute of Technology |

Bachelor of Fine Arts

Advertising & Digital Design BFA

2021-2023

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

