

# 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

### Freelance Junior Designer | Fusion92 August 2023 - September 2023

Provided essential design support by meeting specific needs of one of their valued clients.

### Art Direction & Strategy Intern | FIG May 2023 - August 2023

New York, NY

Actively supported the art direction and strategy teams, participating in brainstorming sessions for proactive briefs and high-level meetings, gaining valuable exposure to the professional creative process.

#### Key Accomplishment:

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

### Creative Conceptual Intern | FleishmanHillard September 2022 - March 2023

New York, NY

Collaborated with creatives to conceptualize earned media campaigns, contributing to strategic brainstorming, campaign development, and mockup created. Generated ideas for brands including 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

Collaborated with the founder, agencies, as well as cross-functional partners in e-commerce design, product copy, and marketing to align designs with the brand and achieve business goals.

#### Key Accomplishments:

- UI Design for the new apparel landing page.
- Developed a rebrand system.
- Co-art direct photoshoot.
- Production of short-form TikTok Videos.

### Creative Intern | Fils Unique June 2022 - August 2022

Enhanced retail product sheets for Bergdorf Goodman, Neiman Marcus, Saks Fifth Avenue & Showfields, ensuring consistency. Developed and presented a creative rebrand strategy. Also, conducted UX research for an upcoming apparel line launch.

## EDUCATION

The Fashion Institute of Technology | Bachelor of Fine Arts - Advertising & Digital Design BFA

