

# AMY PEDID

Think Big. Plan Well.  
ART DIRECTOR



## HELLO!

For over 8 years I have used design programs and creative strategies to build measurable customer experiences. You can see more of my work at [amypedid.com](http://amypedid.com) or contact me via email for the quickest response.

**Email** amypedid@outlook.com  
**Twitter** @Amy\_AHHA\_Moment

## SOFTWARE SKILLS

Illustrator  
Photoshop  
InDesign  
Sketch  
Adobe XD  
After Effects

## TYPES OF WORK

Creative strategy  
Style guides  
RFP pitches and decks  
Photo and video shoots  
Video editing  
Social campaigns  
Display ads  
Print ads  
Video marketing  
Shopper marketing  
UX/UI web design  
Retailtainment experience  
Packaging design  
Logo design  
B2B advertising

## AWARDS

**2017 W3 Award for Tribe Hummus Brand Page**  
Gold: Food & Beverage Website  
Gold: Website Branding  
Silver: Visual Appeal Experience

**2018 Dallas ADDYs Award for Caribou Iced Coffee Campaign**  
Gold: Guerrilla Marketing Campaign  
Silver: Microsite

## EXPERIENCE

### Art Director & Senior Art Director for Shoptology

**Plano, TX Office: April 2014 to May 2018**

**Fayetteville, AR Office: June 2018 to Present**

- Won retail and brand clients with creative-led, strategic RFP presentations
- Researched and built audience personas to support path to purchase solutions
- Efficiently led brainstorms, project meetings and culture events
- Visually communicated concepts on strategy and on time
- Executed marketing campaigns using a wide range of design mediums listed in "Types of Work"
- Worked in multiple disciplines including art direction, graphic design, UX and UI web design
- Contributed to multiple projects daily to get to goals
- Improved customer experience and reputation at Walmart, MoneyGram and International Trucks
- Boosted awareness and product sales with marketing campaigns at retail and online

### Art Director Intern for Recess Creative

**Cleveland, OH: May 2013 to June 2013**

Worked with UX and UI wizards to solve problems with wireframes, shopper personas and web design campaigns for Delta System and Cleveland Water Department

### Junior Art Director for UNT's URCM Department

**Denton, TX: August 2011 to August 2013**

Built student and alumni engagement by using the university's brand standards to design and curate engaging web and magazine content.

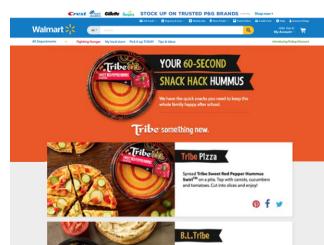
## EDUCATION

### BFA Communication Design: Art Direction

University of North Texas August 2010 to May 2014

**NOTE:** If you do contact Recess Creative or the URCM Department they will know me by my maiden name Amy Hillberry, not Amy Pedid.

## TASTE OF WORK



Tribe Hummus recipe focused marketing campaign on Walmart.com and in retail.

**View case study:**  
<https://bit.ly/2I9TbLu>



TruMoo and Dreamworks partner campaign at Target for the Trolls movie release.

**View case study:**  
<https://bit.ly/2TMZ3MI>



Caribou Iced Coffee shopper interaction for free samples at a festival in Chicago.

**View case study:**  
<https://bit.ly/2SwJlZ5>