

SPECIALIZING IN

Creative direction, concepts, and strategy

Problem solving: visual, practical, experiential

Intuitive, emotionally intelligent, humanistic approach

Presentations: delivery and design with advanced functionality

Building brands: identity, messaging, guidelines, extended applications

Experiential design: interiors, displays, websites, checkouts, social media journeys

EXPERIENCE HIGHLIGHTS

REVANCE AESTHETICS **Art Director**

- Built upon fundamentals of master brand and maintained interactions with three sub-brands
- Created detailed design and messaging with stakeholders for 45-page brand style guide
- Developed numerous decks and templates; presented to stakeholders, clients, and executives
- Designed functional product displays for interactive stations throughout global headquarters
- Concepted and designed social media campaigns with storyboarding for video assets

AMY ADAMS STUDIOS **Creative Director**

Provided creative direction and services to a variety of clients worldwide. Some highlights:

- LOVE, LISE: Produced branding, advertising, and package design for new beauty line and created copy, messaging, imagery, and social media assets.
- ORIGINAL LOVE NOTES: Brand design, product development, and packaging for stationery gift products. Built WordPress website and online advertising campaigns. Developed copy, presentations, lettering, social media assets, displays, and marketing materials.
- COPELAND INTERNATIONAL ARTS: Creative direction, branding, media packaging, pitch decks, client presentations, print and online design for several international touring acts
- THE HIGHLAND INN: Rebranded historic hotel and ballroom venue with logos, signage, interiors, print/digital advertising, website design and development

THE CREATIVE GROUP **Art Director/Senior Graphic Designer**

Contract and project-based creative employment for myriad clients and agencies. A few:

- MGA ENTERTAINMENT: created isometric illustrations of assets for interactive online game
- KELLOGG'S: developed presentations, design, messaging, and artwork for various campaigns
- HOME DEPOT: created in-store signage and branded promotional/corporate gift products

CLEAR CHANNEL COMMUNICATIONS **Webmaster/Designer**

- Managed ads, media, webcams, polls, and newsfeeds via daily PHP updates for five websites
- Direction and design for three website rebrands, including related print, online, and outdoor advertising concepts and design

BELLSOUTH.NET **Web Designer**

- Established and tested first remote work policy as part of five-member founding team
- Lead art direction/UI design for Member Services site, intranet, and Education Gateway

POWERFUL SKILLSET

Deadline & detail oriented

Remote work background

Agency experience

Champion for innovation

Project & team management

Active collaborationist

Adaptable sense of aesthetic

EXPERT TOOLBOX

Adobe Creative Suite:

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Figma, Sketch, Corel Painter

Microsoft 365:

Word, Outlook, Excel,

Teams, Sharepoint

PowerPoint, Keynote

CLIENT SAMPLE

Fox Entertainment

Disney/ABC

Kellogg's

Clear Channel

Home Depot

Maybelline

Coca-Cola

Applebee's

MGA Entertainment

Chik fil-A

True[x]

Lowe's

CBS

Bellsouth

EDUCATION

Georgia Southern University

PORTFOLIO

amyadamsstudios.com