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PROFILE

Senior Art Director Skilled artist and designer with 9 years of experience in advertising and marketing with a passion for creativity and a strong eye for detail. Proficient in a variety of media, including digital, print, and video, I excel at developing and executing creative concepts that engage and inspire audiences.

EXPERIENCE

- 08/2020 – Present **ART DIRECTOR** SVG Digital | Marketing Agency
- Lead a team of designers and copywriters in the creation of visually appealing websites, social media assets, and video production
 - Oversee the art direction offering unique insights and vision to all creative projects
 - Collaborate with cross-functional teams, including copywriters, designers, developers, and project managers, to deliver outstanding solutions
 - Mentor junior designers and provide guidance on design best practices
 - Stay up-to-date with the latest design trends and technologies
- 05/2018 – 08/2020 **LEAD GRAPHIC DESIGNER** First Reliance Bank | In-House Agency
- Worked under the direction of the creative director to design visually appealing marketing materials for clients
 - Led the art direction of design projects ensuring consistency with the creative brief, brand guidelines, and best practices in design
 - Collaborated with outside vendors to source and manage print production, including coordinating quotes, proofing, and delivery
- 11/2016 – 05/2018 **GRAPHIC DESIGNER** First Reliance Bank
- Maintained style guides, design systems, and pattern libraries, created wireframes, prototypes, and mockups for creative, and developed a collateral library.
- 03/2015 – Present **FREELANCE GRAPHIC DESIGNER** Self-Employed | Design Agency
- Ability to understand client goals and provide fresh design solutions, effectively manage time and prioritize tasks, hire contractors, and run a successful freelance business, including handling client relations, invoicing, and project management.
- 06/2013 – 01/2015 **JUNIOR GRAPHIC DESIGNER** Winthrop University
- Designed marketing materials such as brochures, posters, advertisements, and social media graphics for college campus events, job board website, and Career Center events in collaboration with other designers to deliver high-quality design solutions.

EDUCATION

01/2015 – 05/2018 **VISUAL COMMUNICATION DESIGN** B.A. | Francis Marion University