



Brittney Carney

SENIOR
CREATIVE PROFESSIONAL

CONTACT

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SKILLS

ATTENTION TO DETAIL

TIME MANAGEMENT & PRIORITIZATION

LEADERSHIP

MARKETING & BRANDING

ART DIRECTION

CREATIVE STRATEGY

PRINT, PUBLICATION & PACKAGING

COMMUNICATION & ACTIVE LISTENING

ADOBE SUITE: ID, AI, PS, XD, DN

SOCIAL



WORK EXPERIENCE

ART DIRECTOR @ PAMPERED CHEF

Jul 2019 - PRESENT

Managed a 4-member cross-functional team of digital and print designers and coordinated with 8 business partners toward the successful launch of 85+ products annually.

Collaborated with marketing manager on strategic planning & creation of QR Codes within print pieces, driving \$14,000+ in revenue and expanding data of consumer interactions with brand for future insights.

Conceptualized print deliverables for influencer partnership, which sold over 12,000 new subscriptions vs. 5,800 previous month.

Enhanced digital catalog linking, which generated over \$3 million in sales YTD.

Advocated for best UX at all points of consumer brand interaction to engage specific audiences while prioritizing business needs and bigger picture goals.

Directed look, tone & feel for go-to-market visuals supporting 85+ product launches annually.

Established style guides, templates and SOPs for project consistency across contributors.

Delivered on deadline over 45 catalogs supporting new product launches throughout Europe and North America in 3 years.

CREATIVE TEAM LEAD @ BMO CAPITAL MARKETS May 2015 - Jul 2019

Led team of 7 creative designers and quality control specialists.

Improved training process & evaluation for new hires, increasing productivity by 75% after the first week of employment and resulted in marked performance improvements.

Revamped CAO Connect Portal website, exceeding expectations for timing and maintaining focus on design and user experience (UX).

Enforced BMO Capital Markets brand guide and quality standards.

Assessed performance weekly and provided training regularly.

YEARBOOK REPRESENTATIVE @ WALSWORTH Jun 2013 - Sep 2015

Provided personalized customer service and project management to 32 yearbook staffs.

Educated teachers and students on Adobe InDesign, company software, photography, design, copy, yearbook classroom curriculum and budget management.

Performed event coordination in collaboration with other local yearbook consultants to host training workshops and seminars 2-3 times per year.

Interpreted school's needs and introduced services to fit specific requirements.

Provided suggestions for and actively participated in improving yearbook sales.

Engaged with schools to effectively build rapport and lasting relationships.

GRAPHIC DESIGNER @ TIME OUT CHICAGO Jan 2013 - Apr 2013

Conceptualized and art directed Time Out Chicago Kids bimonthly magazines with Art Director, copywriters and photographers.

Developed 5 sections for weekly TOC print edition as well as interactive versions for iPad.

GRAPHIC DESIGNER @ PARK LANE JEWELRY Jun 2011 - Jan 2013

Designed creative deliverables within specific corporate identity for all phases of nationwide & international campaigns.

Assisted Art director with planning, styling and art directing photo shoots, as well as retouching model and product photos.

Created and updated content for company website and representative portal via FTP and Joomla (CMS) as well as managed website development via external agency.

Spearheaded in-house prepress process for all print materials up to platemaking.

EDUCATION

EASTERN ILLINOIS UNIVERSITY, B.A. Journalism Graphics

August 2008 - May 2011