

Allie Smith

New York, NY

Creative and detail-orientated senior art director with 5+ years experience generating innovative ideas independently and collaboratively. Proven track record of leading teams to deliver exceptional marketing campaigns. Skilled in design, production collaboration, and client relationship management.

Experience

Senior Art Director

People Ideas & Culture

Jan. 2021 | New York, NY

- Lead a team in the creative development and execution of 360 campaigns resulting in increased brand awareness.
- Conceptualized and executed big ideas aligned with brand guidelines and strategic objectives for digital, social, and traditional mediums by collaborating with copywriters.
- Presented work concisely to clients, effectively communicating strategic and artistic vision. Resulting in the production of creative.
- Oversaw collaboration with production teams, and provided oversight for video and photo shoots, ensuring projects were delivered in an on-brand manner.
- Art directed and designed the identity of a celebrity brand overseeing the creative process from conception to execution contributing to a strengthened market position.
- Managed and delivered multiple projects in a fast-paced, deadline-driven environment ensuring all deliverables maintained high standards of creativity and precision.
- Mentored junior designers and successfully guided them through major brand-launch projects ensuring individual skill development and project success.

Art Director

People Ideas & Culture

Nov. 2018 - Dec. 2020 | Brooklyn, NY

- Art directed and designed digital assets that supports the brand's guidelines.
- Collaborated with copywriters and strategists to concept and execute creative concepts.
- Maintained a strong understanding of best practices on digital platforms to implement for our clients.
- Continually stayed up to date on the latest trends to react in a timely manner on social.

Art Direction Intern

Grey New York

July 2018 - Sept. 2018 | New York, NY

- Assisted creative teams with deck creation for pitches to Haagen Dazs.
- Art Directed banners for Walgreens in collaboration with copywriter.

Connect

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[LinkedIn](#)

Education

Miami Ad School

Art Direction

West Virginia University

B.S in Strategic Communications

Cum Laude

Skills

Adobe Creative Suite, Illustrator, Photoshop, Indesign, After Effects, Branding, Design, Leadership, Concept Ideation

Clients

Wyndham Rewards, Resorts World, Resorts World Bet, ecoATM, Marcus Samuelsson Group, Arch Amenities Group, OurTime, National Debt Relief, Black Girls Vote

Awards

The One Show Young Ones | Merit Communications Arts Typography Annual | Winner
