

Lani Stites

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WORK EXPERIENCE

GOLFSMITH INTERNATIONAL / AUSTIN, TX

Sr. Manager of Brand Execution 2016 - Present

- Manage an award-winning team of 18 creative professionals across disciplines including Assistant Creative Directors, Art Directors, Writers, Digital / Print Designers, Photographers, and UX Developers
- Cultivate creativity and provide constructive feedback to team based on brand standards and production schedule
- Pitch concepts, executions and active projects to clients, VP of Marketing, and CEO
- Collaborate with external agencies on branding and promotional campaigns
- Supervise all photo studio activities, including photo shoots and freelance budget

Visual Creative Manager, Store Environment 2015 - 2016

- Developed comprehensive execution guides for store fixtures, displays and art placement for stores which are to be updated throughout the year
- Developed fixtures with vendors in order to best display their product in stores
- Created prototype graphics for displays and fixtures as needed
- Developed planograms with merchants
- Redesigned propriety signage program to accommodate promotional needs of all departments
- Managed signage program for 150 stores across the U.S. & Canada

Creative Director 2014 - 2015

- Supervised a team of 5 print creative professionals; led the execution of all print collateral as set forth by external agencies
- Produced studio and location photo shoots
- Pitched concepts & designs to the Director of Brand & CMO

Art Director 2013 - 2014

- Concepted and designed while collaborating with Writers, Jr. Designers and Photographers across all marketing touchpoints: banners, website, POP, newspaper, national magazine ads, in-store signage, direct mail, catalogs, social campaigns and emails
- Produced studio and location photo shoots
- Pitched concept & designs to the Director of Brand & CMO

PHARMACA / BOULDER, CO

Creative Director 2008 - 2012

- Successfully rebranded Pharmaca's identity, across all consumer touchpoints
- Redesigned Pharmaca's private label packaging for hair, hand, nail, lip and body care products, eco home, aromatherapy and supplements
- Negotiated with local print vendors on cost and production to decrease spend & implemented eco-friendly practices associated with printing
- Designed newspaper ads, posters, environmental graphics, fixtures, emails, web banners, packaging, signage, website, direct mail, holiday catalog and in-store decor
- Managed an Art Director and a Graphic Designer
- Designed and collaborated with UX Developers to produce the company's first e-commerce website
- Styled and produced studio and location photo shoots

WARREN MILLER FILMS / BOULDER, CO

Graphic Designer 2000 - 2003

- Maintained corporate identity materials and developed corporate logo usage handbook
- Produced sales presentation decks (PowerPoint) and product mock-ups for sponsorship department
- Created annual film tour collateral versioned for 42 different geographical markets:
 - Booth graphics
 - Clothing graphics
 - Flyers
 - National magazine ads
 - Newspaper ads
 - Postcards
 - Posters
 - Theater coupons

BLUE GIRL DESIGN / DENVER, CO & AUSTIN, TX

Freelance 2003 - Present

- Announcements
- Catalogs
- Corporate Identity
- Custom Wedding Packages
- Direct Mail
- Hang Tags and POP
- Logo Design
- Media Guides
- National Magazine Ads
- Production

CLIENT LIST

Bailey Banks & Biddle
Cloud 9 Living
Descente Clothing
Denver Museum of Nature & Science
Denver Outlaws
La Patisserie
Nordica USA
Sierra Designs
Ultimate Directions
Vail Resorts
Whole Foods Market

SOFTWARE EXPERIENCE

Adobe Creative Suite CC
InDesign
Photoshop
Illustrator

EDUCATION

Radford University
Major: Art
Minor: Art History & Art Education