

AMY GAYHEART *Creative Director. Senior Art Director.*

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I have well over a decade of professional experience in multi-disciplinary design, and have developed a unique combination of skills in the areas of creative team management, strategic branding and brand development, digital, mobile, UI design, marketing, advertising, and art direction.

I've worked in design and marketing for technology, food, fitness, entertainment, editorial, fashion, health, and hospitality. My extensive knowledge of marketing, product placement and client relationships have enhanced my qualifications as a creative leader.

- ▶ 6+ years of experience as a Partner/Creative Director of a Los Angeles based design firm
- ▶ Superior leadership skills in motivating and developing brand identities from concept to completion
- ▶ Excellent communication and management skills with clients and colleagues: verbal, interpersonal and writing skills
- ▶ Proven ability to manage a large creative staff, coordinating all deadlines, budgets and project management
- ▶ Successfully motivates staff from passive to passionate during each phase of a project
- ▶ Ability to manage multiple, complex projects that are under extremely tight deadlines
- ▶ Consistently conducting presentations to corporate decision makers
- ▶ Experience in producing and leading photo shoots

<i>Clients</i>	<i>Project/Skills</i>	<i>Awards</i>	<i>Education</i>
Restoration Hardware, Art.com, ALLposters.com, Oshkosh B'gosh, UPS, Calypso Cards, CNN, Living Intentions, Toyota, Mercedes Benz, Coco-Cola, Cinnabon Inc., Sysco, Seattle's Best, TNT, Jones Lang LaSalle, McDonalds, Red Lobster, Jurlique Skincare, Arby's, Rare Naturals, The Gap, Sunfood Nutrition, Walmart, Pottery Barn, McDonald's, Essential living foods, HTH Products, Walmart	<ul style="list-style-type: none"> - Brand identity - Digital and print campaigns - UI/ UX /Mobil design - Print / Digital materials - Collaborate with UX teams - Packaging design - Work flow - Presentations - Trade Shows, Events - Creative Director - Manager - Brand strategy - Conceptual ideation - Photo Art Director 	<p>HOW MAGAZINE <i>Seattle's Best Brochure/Promotional Honorable Mention</i></p> <p>HUMMINGBIRD STUDIOS <i>Owned and created a 60 (+) product paper line, journals, wall art</i></p> <p>CALYPSO CARDS <i>Greeting Card line. Licensing of 65 + cards.</i></p> <p>GAYHEART DESIGN <i>Owned and led a design studio in Los Angeles 2003-2009</i></p>	<p>BACHELOR IN FINE ARTS IN GRAPHIC DESIGN <i>Ringling School of Art and Design 1993-1997</i></p> <p>PHOTOGRAPHY MINOR <i>Ringling School of Art and Design 1993-1997</i></p>

Current Experience

FREELANCE CREATIVE DIRECTOR, SENIOR GRAPHIC DESIGNER

LOS ANGELES / SAN FRANCISCO / ATLANTA / PRESENT

Restoration Hardware, Art.com, ALLposters.com, Oshkosh B'gosh, Calypso Cards, Living Intentions, Mercedes Benz, Coco-Cola, Cinnabon Inc., Seattle's Best, UPS, CNN, Jones Lang LaSalle, TNT, Sysco, Toyota, McDonalds, Red Lobster, Jurlique Skincare, Rare Naturals, Sunfood Nutrition, ELF foods, HTH Products, Indus International, Vitalité Juices Inc.

- Creative manager, head of photo teams, supporting creative teams within multi-disciplinary agencies and corporate in-house environments
- Lead brand art director, conceptual to conception, hands-on-designer
- Team builder- developing top-level creative teams to support specific brand requirements for client needs
- Expert at client relationships
- Ability to create strategic roll-out plans for different marketing needs
- Work with UX teams on front-end and overall management of project from conception to completion

Resume Continued

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Experience

SENIOR PHOTO ART DIRECTOR

RESTORATION HARDWARE / CORTE MADERO / 2011 - 2013

Core Spring on-line catalog 2012, Outdoor 2012 & 2013, Baby and Child Fall 2012 & 2013

- Oversaw 6-8 different stages and managed a team of 20 (+) to support photo production
- Approved all shots and worked with producer to manage products and deadlines on a daily basis

CREATIVE DIRECTOR / CREATIVE AND UX MANAGER

ART.COM / ALLPOSTERS.COM / SAN FRANCISCO / 2010 - 2011

Lead and developed multiple on-line campaigns, re branded both Art.com and Allposters.com. Pitched presentations and implementation of different roll-out phases. Worked in collaboration with marketing and oversaw UX team.

- Conceptualized and implemented new brand image
- Developed entirely new navigation and front-end image for art.com
- Developed new marketing campaigns within Art.com and Allposters.com
- Created outside teams to support Art.com in production and oversaw internal teams

CITRIX, INC. / ECOMMERCE

SAN FRANCISCO / JANUARY 2011-MARCH 2011 / FREELANCE / CREATIVE LEAD

- Rebrand for Citrix's on-line store experience
- Developed all concepts and presented new directions to their main executive board
- Defined and outlined brand message and delivered and managed execution to UX team

CREATIVE DIRECTOR / BRAND LEAD CONSULTANT

OSHKOSH B'GOSH / ATLANTA / 2010

Developed overall 60 page brand strategy presentation that repositioned OshKosh's brand image and set a new tone, look and strategy that could be used for the next 5 years. Managed and worked on multiple print and web projects to support their new message.

- Conceptualized and developed strategy for a new brand image
- Created a style guide, tag-lines, copy points, print materials
- Ad campaign from digital to print
- Photo art direction for new brand image

RETIRED HIPSTER, INC.

SAN FRANCISCO / 2008-2010 / CREATIVE DIRECTOR / PARTNER

- Founded publishing company specializing in premium design, aesthetics, and functional books and goods
- Managed a team of writers, editors, photographers, and illustrators to implement pre-conceptualized designs and ideas
- Managed creative staff, work flow, budgets, and time lines ensuring all branding objectives, target dates, and design standards were met
- Supervised book production, internal marketing collateral, and the review of book submissions
- "The Decoder, He Says, She Says" January 2011, Urban Outfitters

HUMMINGBIRD STUDIO 77

SAN FRANCISCO / (AFFILIATE OF RETIRED HIPSTER, INC.) / CREATIVE DIRECTOR

- Founded high-end stationery, gift and lifestyle products company from conception to completion including a 30+ product line (journals, mini-pads, greeting cards, wall art)
- Licensed Greeting Card line to Calypso Cards, Inc., United States, Canada, Australia, New Zealand
- Designed and established the entire brand including: advertising, marketing, ecommerce site, tradeshow booths, and the functionality of the product line
- Supervised production management of printing and delivery from an overseas printing house
- Successfully pitched product line to international retailers landing accounts with over 500 stores