

CARMEN CARNEVALI

CREATIVE DIRECTOR / ART DIRECTOR / GRAPHIC DESIGNER

carmen@csquared2creative.com

917.312.5957

Nutley NJ 07110

portfolio website: csquared2creative.com

 [linkedin/in/carmencarnevali](https://www.linkedin.com/in/carmencarnevali)

PROFILE

Visionary creative director harnesses a brand's dna to build a compelling brand identity and inform content creation strategy and design elements. Career hallmarked by over 15 years of success driving radical revenue growth, amplifying company voice and reach and shaping the vision and future state of organizations. Known for leading creative teams through complex campaign development across all touchpoints and channels. Respected for ability to cultivate a culture of constructive critique and continuous professional development. Proven ability to provide clear vision, structure and executive leadership to engage and inspire team members and steer multifaceted, multimedia campaigns. Optimizes product marketing strategy and creative direction across digital, print and social media, keeping brand and mission at the forefront of every project.

SKILLS

Adobe Creative Suite • Adobe InDesign • Adobe Photoshop • Adobe After Effects • Adobe Illustrator • Adobe Bridge • Adobe XD
Figma • Microsoft Office • Google Workspace • Brand Identity Development • Project Management • Creative Program Development
Digital Innovation • Operations Optimization • User-Centric Design Thinking • Team Supervision • Cross-functional Leadership

CAREER HIGHLIGHTS

- Partnered with celebrity and global designer brands including DUBGEE by Whoopi Goldberg, FILA, DKNY Sport, La La Anthony, Kendall + Kylie, Loni Love and Champion by developing cross-brand campaigns to bring to life size-inclusive clothing line collaborations with Ashley Stewart.
- Elevated and enhanced in-house photography facilities, processes and operations at Ashley Stewart and Avenue through creation/redesign of photo studio facilities, expansion of photo teams, upgrading of photo equipment and streamlining of production to increase efficiency, cost-effectiveness and quality.
- Facilitated launch of sub-brands Curvy Girl by Ashley Stewart and Loralette by Avenue for younger demographic through development and implementation of new brand identity, storytelling and related visual assets.
- Created standout campaign that challenged the status quo by featuring real-world mothers in the Mother's Day My Way Summer 2022 launch at Ashley Stewart to celebrate body positivity and highlight non-models, earning recognition and accolades from executive leaders and massive consumer engagement.
- Drove creative for digital and print catalog production of seasonal collections and campaigns with multi-page publications several times per year.
- Deployed effective design methodologies including creative concepts, user-centric design thinking and prototyping to earn several promotions during fast-track career.

PROFESSIONAL EXPERIENCE

Sr Creative Director / Ashley Stewart / 2018 - 2022

Transformed creative and photographic strategy and collaborated on complete rebrand that energized brand identity across all channels. Analyzed legacy processes and closed gaps in daily operations across creative departments. Leveraged expertise in brand storytelling, strong technical/digital ability and tactical staples maximizing creative impact across multiple channels. Mentored and influenced creative team and partnered cross-functionally to harmonize creative processes and business needs. Directed location and studio photo shoots and managed budget. Concepted, art directed and supported omnichannel campaigns for collaborative fashion collections and partnered with numerous celebrity and global brands to introduce size-inclusivity to the mainstream.

- Concepted, art directed and executed omnichannel campaign for the launch of Whoopi Goldberg's first size-inclusive clothing line, DUBGEE, exclusively at Ashley Stewart and Neiman Marcus.
- Served as creative lead for platform migration to Salesforce Commerce Cloud and website rebranding for ashleystewart.com, incorporating UX and UI best practices.
- Rehabilitated struggling photography strategy and program. Led photo shoot process and strategy in partnership with producer. Revamped product photography process, improving production up to 60% and boosting product views on website. Brought full-time photographer in-house, eliminating reliance on freelancers and outside agents to create cohesive photographic style and improving quality KPIs.

PROFESSIONAL EXPERIENCE Continued

- Drove prototyping, concept mock-ups, storyboarding and copy development for pitch presentations to company stakeholders, demonstrating creative sophistication in concepts and designs across all channels, ensuring all creative met brand standards and adhered to timelines and budgets.
- Navigated team through COVID restrictions, quickly pivoting to virtual sessions when possible and maximizing productivity of skeleton crew - keeping business running while simultaneously increasing online revenue.
- Embraced new social media platforms, including Instagram and TikTok, for 360-degree multimedia campaigns - reaching new audiences and increasing engagement within customer base.
- Created and launched game-changing Mother's Day campaign that garnered massive positive response from target demographic with an emphasis on new customer acquisition via social media platforms.
- Concepted and led the development of brand identity and launch collateral of the sub-brand Curvy Girl by Ashley Stewart. Developed logo, fonts, palette, voice, visual storytelling, photographic style, processes, model casting, store design and ecommerce/digital customer experience through cross-functional leadership.
- Collaborated with Leap, Inc., an innovator in immersive retail marketing, to launch 2 Ashley Stewart extended pop-up stores by concepting and executing the store visual design and 360-degree marketing creative in order to engage new customer segments while creating scalable growth channels.
- Championed diversity and inclusion to cultivate a thriving, inspirational and highly creative work environment that attracts, mentors and retains top talent.

Creative Director / Avenue / 2006 - 2018

After 4 years as Sr Graphic Designer, earned promotion during fast-track tenure, developing strong grasp and understanding of brand health and message articulation needs, external communication gaps, brand architecture and evolution potential. Led team of 8 direct reports and additional freelance team through creative project ideation, refinement and launch. Formulated creative concepts with marketing, merchandising, and ecommerce teams to establish scalable omnichannel strategies and influence growth roadmap for department.

- Brought VP of Marketing's vision for in-house photography studio to life. Championed development of in-house studio from ground up. Designed physical space, led inventory/procurement effort and sourced top-performing team of 4 including photographers and editors.
- Collaborated cross-functionally to establish creative strategy, concepting and processes to support digital and print catalog business. Produced several large and small format versions annually featuring seasonal collections and campaigns as well as category launches and special collections. Expanded brand reach, customer acquisition and drove traffic both online and in store resulting in increased engagement and revenue. Digital catalog created a multimedia, mobile-optimized, immersive experience positively affecting online conversion.
- Redefined brand identity and storytelling by expanding scope of editorial fashion photo shoots to include location shoots resulting in more compelling imagery and increased conversion. Led development of creative strategies to support these efforts: freelance location teams, budgets, calendars, pre/post production, etc.
- Innovated on tools and formats for brand education across company, implementing training and skill development workshops for teams as needed.
- Developed on-brand layouts and typographic designs for all channels: print, direct mail, store signage, billboards/OOH, catalogs, emails, look books, video, paid and organic social media and digital assets for web according to best practices for UI, UX and front-end development. Also edited photos and designed motion graphics and sound for video post-production.
- Built strong brand and increased customer connection - delivering repeat business and radical revenue growth along with active engagement across multiple touchpoints.

EARLY EXPERIENCE

Senior Art Director / Loehmann's

Lead Animator / Oxygen Media

Digital Designer and Animator / Nickelodeon Animation Studios

EDUCATION

Master of Fine Arts • Computer Graphics • Pratt Institute

Bachelor of Fine Arts • Studio Arts • University of Pittsburgh