



elysia yeager | art director

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Proven leader with demonstrated skill in digital, traditional print & broadcast media as well as interactive & video production.

Inspired & energetic art director with a track record for successfully delivering compelling & innovative designs for 15+ years in-house & freelance. Propelled by 10 years of experience at top agencies in New York working alongside trailblazing executives launching iconic campaigns for global brands.

Driven to exceed expectations while thriving in deadline driven environments ensuring a client focus, aligned team, & exceptional production. Experienced in digital, traditional, & broadcast media leveraging a diverse skillset across multiple mediums. An intuitive leader & collaborative team player able to effectively communicate clear vision & direction to teams, clients, & decision makers.

~ Areas of Emphasis ~

- Strategy, Concepts & Design
- Branding & Quality Guidelines
- Print, Digital & Broadcast Production
- Video Projects
- Client Relations
- Event Design
- Cross-functional Teams
- Multidisciplinary Collaboration
- Team Leadership

PROFESSIONAL EXPERIENCE

FREELANCE ART DIRECTOR

INVIVO BRANDS, NYC

Work on the global launch of TFields (the ground-breaking technology behind a wearable device that targets tumor cells). Tactics included a 3-min campaign video, CVA, banner ads, digital displays, icon development

ASSOCIATE CREATIVE DIRECTOR, APR 2021 - APRIL 2022

HP

Work in the Global New Product Integration division of HP on Mobile & Desktop workstations to create sales pieces for 8 new product launches. Collaborate with more than 4 different teams including: product designers, sales force, World Wide Marketing & project owners for each product.

- Help manage the rebranding of a new generation of products
- Created 16 sales documents (50-100pgs each) for the launch of 8 new products in an 8 month time frame
- Oversee the production of multiple teardown videos
- Create & edit videos as needed
- Co-created & implemented best work-flow processes for quality control & creative project management
- Work with internal & external agencies to make sure projects are on time, within brand guidelines & the information is presented in a well-designed, easy to consume format

FREELANCE CREATIVE DIRECTOR, 2014–PRESENT*SHELL, TGI FRIDAYS, WHATABURGER, KETO SMART SKIMMER*

Conceive, develop, & execute designs for contracted clientele. Manage printing & installation of large-scale graphics, event space design, signage, & promotional items for clients. Assist clients with application design & additions, web page designs, branding. Appropriately manage workload of multiple projects simultaneously to ensure clients' needs & deadlines are met.

- Concepted & edited :15 FaceBook video that garnered 4 sales in 1 week of a \$400 product. More sales than their previous video made in 1 month.
- Selected by Shell's marketing & communications manager to exclusively work on her critical projects & praised for successfully navigating design challenges & project obstacles while maintaining brand standards.
- Serve as the go-to designer for TGI Fridays & Whataburger for their franchisee & corporate events for 5+ years due to meticulous file management system & consistent delivery of creative designs that seamlessly translate to multiple mediums & tactics.
- Consistently contracted to complete additional projects attributed to sharp attention-to-detail & focus on client relationships & strong ability to understand client goals & communicate strategic design decisions at all levels of an organization.

FREELANCE HEAD OF DESIGN, 2013–2014*KIMBELL ART MUSEUM*

Collaborated with the museum on a full-time, remote contract basis to conceive & deliver promotional branding projects. Designed print & outdoor advertising, large-scale display graphics, environmental signs, event invitations, museum brochures, direct mailers, email campaigns, & digital correspondence. Partnered with the director of marketing to plan external campaign materials & exhibition informational pieces for museum visitors. Maintained consistent communication with museum partners

- Facilitated flawless transition between previous head of design & ensured alignment with branding across all design.
- Re-established cohesive branding & design for all elements including annual magazine adhering to strict branding & design guidelines.

FREELANCE ASSOCIATE CREATIVE DIRECTOR, 2012-2013*MARY KAY*

Directed the strategic \$1.2M redesign project of over 40+ sales force materials for global sales team. Led a team of five to complete all facets of project within assigned deadlines. Designed new shipping boxes, up to 60-page how-to guides, 20-page supplemental guides, DVD cases, & order forms. Assisted with the production of product knowledge & how-to videos.

- Selected to design & produce the organization's first global gift guide, holiday video, & produce a quarterly magazine due to exceptional leadership & execution of redesign project.

FREELANCE GROUP ART SUPERVISOR, 2010 to 2011*DIGITAL DRAFT/FCB – NEW YORK, NY*

Cross-functionally collaborated with accounting, project managers, information architects, & developers to conceptualize, design & manage projects aligned with client goals. United print & digital design concepts with respective teams to maintain alignment with campaign strategy & brand standards as digital marketing grew & evolved.

- Recruited by the chief creative officer for exceptional work at GSW Worldwide.
- Launched the print & digital campaigns for major pharmaceutical roll-outs including Plan B One-Step & HIV medication.

PROFESSIONAL EXPERIENCE, CONT.

ART SUPERVISOR, 2007 to 2010

GSW WORLDWIDE – NEW YORK, NY

Guided the creative team in the development of branding & marketing campaigns for the firm’s clientele. Managed projects interdepartmentally with supervisors, vendors, & stakeholders to drive consistency, accuracy, & compliance with client goals. Created business development strategies for clientele through the introduction of new methodologies & tactics. Selected team including photographers, directors, stylists, & cast for photoshoots & productions. Assisted in the production of commercials with hands-on direction during film & editing to ensure execution of tone & message of campaign. Developed & mentored junior creative team. Ensured adherence to all financial & deadline requirements.

- Elevated client’s outreach capability by influencing their decision to leverage Twitter using compiled data linked to their target audience.
- Introduced a QR code packaging strategy during its inception to help a client successfully drive revenue through improved reorder method for product users.

ART DIRECTOR, 2005 to 2007

DINOTO ADVERTISING – NEW YORK, NY

Exclusively managed the account for global luxury airline company. Led all aspects of the design process & partnered with account team, copywriters, & overseas vendors in delivering assets to meet domestic & international publication standards. Supervised junior art director & production assistant in the execution of campaigns.

- Conceived the EOS tag-line “Class One” to accurately portray the airline’s elevated accommodations for travelers to position them above competitor luxury airlines.

JUNIOR ART DIRECTOR, 2003 TO 2005

NEW BUSINESS COORDINATOR, 2001 TO 2003

MCCANN ERICKSON – NEW YORK, NY

EDUCATIONAL
BACKGROUND

Bachelor of Science in Advertising/Creative Sequence, 2000

UNIVERSITY OF TEXAS, Austin, TX

Professional Development

Introduction to User Experience Design, GEORGIA INSTITUTE OF TECHNOLOGY 2020

Introduction to Search Engine Optimization, UNIVERSITY OF CALIFORNIA, DAVIS 2020

OTHER

Environments: Mac, PC

Tools: CC (InDesign, Photoshop, Illustrator, XD, Premier, AfterEffects), Figma, iMovie, Acrobat, Microsoft Office