

Collaborative, innovative and fun leader,
driving and directing creative strategies for
high impact companies.

SKILLS:

Creative

Design
Art Direction
Branding & Strategy
Photo Direction

Management

Project Mgmt
Account Mgmt
Talent Acquisition
Budgets & Scheduling

Software

Mac OS
Adobe CC
MS Office
Basecamp

EMPLOYMENT HISTORY:

5/13-present - **Senior Production Designer - Schawk Inc, at Campbell's Foods**

Working closely with Campbell's on-site design team, producing all of Campbell's brand packaging for production: Campbell's, V8 brands, Swanson, Prego, Pace.

- Hands-on production of all packaging to industry-best standards
- Provide expert knowledge of printing processes, including offset, flexo, gravure
- Maintain and establish stewardship of all Campbell's brand standards
- Develop standards for creation of artwork assets for digital media library

2/12-5/13 - **Creative Director, Empire Covers**

Creative Leader, responsible for the creation and design of user interface for all the company's websites, email marketing, brand standards and photography.

- Led creative development process and workflow and e-marketing initiatives
- Provided cutting-edge thinking, high creative aesthetic and advanced knowledge of interactive design, usability, social media and mobile to deliver a best in-class experience for the customer
- Ensured smooth implementation and operation of strategic marketing initiatives across channels with consideration to marketing performance measurement

10/04-5/13 - **Freelance Art Director**

Created effective communications for a variety of clients in several industries.

10/04-9/10 - **Creative Director - Hanson Design**

Responsible for account & project management, creative leadership and production supervision. Managed an in-house team as well as vendors and contractors.

- Led and developed a team of creative, interactive and project managers
- Served as primary account and project supervisor for 10 clients
- Project managed across channels including extensive experience in digital, interactive, print, signage and packaging projects
- Supervised and selected all outside resources including print, photography, copy
- Created and reviewed budgets and allocated staff support accordingly

NOTABLE CLIENTS:

Campbell's
Prego
Pernod Ricard USA
Polo Ralph Lauren

V8
Swanson
Radian, Inc.
A Pea in the Pod

Pace
Sara Lee Household
Argosy University
Sodexo

8/00-10/04 - **Creative Director, Mothers Work, Inc.**

Provided creative leadership and maintained standards for all brands. Managed an in-house team as well as outside vendors to execute all marketing initiatives.

- Conceptualized new advertising and editorial campaigns, and in-store marketing campaigns for all company brands
- Created brand logos, and established brand and logo standards and usage
- Directed the signage team for POS
- Supervised all photo shoots, and directed and selected outside talent
- Worked directly with Senior Management to review vision of in-store marketing
- Managed budgets for all facets of creative marketing projects
- Production supervision including bidding process and press approvals

EDUCATION:

University of the Arts, Philadelphia, PA
Post Baccalaureate Interactive Design courses

SUNY College at Fredonia, Fredonia, NY
B.A. in Art/Concentration - Graphic Design

Mohawk Valley Community College, Utica, NY
AAS in Art/Concentration - Advertising, Design & Production

ORGANIZATIONS:

PhillyCHI - Philadelphia region's chapter of the ACM SIGCHI, an interdisciplinary academic and professional group interested in human-computer interaction, user experience, usability, and other related disciplines.

REFERENCES:

Please visit my linkedin profile for recommendations:
<https://www.linkedin.com/in/donna-j-williams-0408675/>

