



CALLIE GARRETT

Art Director + Information Designer · www.calliegarrett.com · 989-488-7317 · calliegarrett@gmail.com

EDUCATION

Bachelors of Fine Arts in Advertising & Graphic Design

Columbus College of Art &
Design (CCAD) 2016
Columbus, OH

SKILLS

Design Skills

Art & Creative Direction,
Research, Content Creation &
Strategy, Copywriting

Software

Adobe CC: Illustrator, InDesign,
Photoshop, AfterEffects
Microsoft Office: Word, Excel
Google Workspace

AWARDS

Student Gold ADDY Award - Digital Creative Technology

American Advertising
Federation, 2017
New Orleans, LA

CSCA Creative Best Award

Columbus Society for
Communicating Arts, 2015
Columbus, OH

AAF Pitch Winner

American Advertising
Federation, 2015
Columbus, OH
Worked in a cross-functional
team of students at a Columbus
ad agency with a local non-
profit and developed a pitch
in 5 hours.

Sketching Lab

University of Costa Rica,
College of Fine Arts, 2014
San Jose, Costa Rica
Attended intensive workshops
in drawing, mind mapping,
concept development.

EXPERIENCE

Freelance Art Director

Self-Employed, April 2017 - Present - Detroit, MI

Work closely with existing teams, in a wide range of industries to meet the functional and business needs of their clients and partners. Capabilities range from research, to concept, to production of designs that accurately and effectively convey information while also being visually appealing. Deliverables range from print, web design, email, digital advertising, digital & static OOH, social media, presentations, information design, infographics, pitchbooks, product sheets, etc.

All work is created with attention to detail and delivered according to print specs and brand standards. Manage multiple projects at once with excellent time-management skills, works quickly and efficiently within tight deadlines.

Displays excellent collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication skills.

Art Director & Designer

Organic, April 2017 - October 2017 - Troy, MI

Created visual designs, motion graphics, and concepts on the digital platform, primarily in social, OLA, and email, but also on websites, homepage takeovers, videos and the occasional print piece, with special focus given to creating posts that are on brand with valuable content that easily understood by the target audience.

Copywriter

GTB, December 2016 - April 2017 - Dearborn, MI

Helped create communications that delivered the client's message in an engaging, persuasive, and appropriate way. Worked primarily in the social sphere, but also wrote scripts for TV spots and podcasts. Constantly brainstormed new ways to engage viewers with the client in fresh ways, whether through events, TV, brand partnerships, interactive, or viral social content.

Design Intern

GTB, Septmeber 2016 - December 2016 - Dearborn, MI

Assisted and collaborated with the creative team in developing innovative design solutions in print, digital, and brand. Design research, logo development, ad development in digital and print, image searching, and creative conceiving were all a part of the gig. Created multiple iterations of creative concepts, and used Adobe Photoshop, and Adobe Illustrator to bring them to life.

Content Creator & Art Director

CCAD Mindmarket, January 2016 - August 2016 - Columbus, OH

Worked with a team of Strategists & Designers to create an editorial publication that captures the stories and perspectives of stakeholders in higher education special topics classes at CCAD. Created written content in the form of articles, interviews, callouts, infographics, and case studies, took part in editing and proof-reading. Also worked as an embedded journalist, conducting in depth interviews, along with other primary and secondary research techniques, using Grounded Theory methodologies in order to gain deep insights into the users experience from gathered data. Assisted in building a Content Strategy for the publication by taking part in planning sessions to ensure the structural integrity, relevance, and readability of content.

Designed a book on educating professionals on best practices of the Design Charette, a specific type of design workshop that is rooted in design-thinking and human-centered design principles, where empathy is the foundation of all innovation. Managed the use of typography & visual design throughout the book, and used Adobe InDesign to lay out all spreads according to print standards. Used Adobe Illustrator to create all graphics, icons, diagrams, and illustrations. Also assisted in research and content strategy for the book.



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EXPERIENCE, CONTINUED

Information Designer

CJI Research Corporation, May 2016 - May 2017 - Columbus, OH

Worked closely with the client to create a national research report. Built brand guidelines, information design guidelines, and a strong editorial layout in Adobe InDesign to feature content written by the client. All charts, graphs, and statistical tables were designed in Adobe Illustrator with data taken from Microsoft Excel sheets.

Creative Intern

SBC Advertising, May - August 2015 - Columbus, OH

Worked closely with Advertising professionals to create a variety of print and web materials for clients such as Bob Evans, Elmer's Glue, CollegeAdvantage, and Wayne Dalton. Utilized Adobe Photoshop to edit photos used in event displays, billboards, and emails, as well as creating multiple iterations of online banner ads, event logos, and product packaging proposals. Created an Omni-channel sustainability campaign proposal for Abercrombie & Fitch. Other activities include image searching, and working quickly and efficiently within tight deadlines.

Wholesale Marketing Intern

Jeni's Splendid Ice Creams, January - May 2015 - Columbus, OH

Gained industry experience in consumer goods, and assisted photographers in product shoots and used Adobe Photoshop to retouch images to be used alongside graphics created in Adobe Illustrator. These include In-store Point of Purchase materials such as Posters, Freezer clings, and product packaging for Whole Foods Market, as well as B2B communications such as email newsletters.