

A versatile professionally-trained artist and designer with over 10 years of branding and visual communications experience in fast-paced team environments. Creative solutions are conveyed through engaging print and digital marketing materials; which are crafted and deployed utilizing Adobe Creative Suite, illustrations, layout and typography skills.

The thirst for a challenge and the drive to go above and beyond expectations result in thoughtful, detailed, and efficient designs.

EXPERIENCE

Digital Art Director - The LEGO® Group 2022 - present

- Design shopper-focused digital marketing content that delivers a premium and memorable experience for shoppers and consumers in the B2B channel (AMZ, Walmart, Target, Best Buy, Barnes&Noble etc.)
- Manage and deliver best-in-class creative for the LEGO Group's Amazon Mexico Storefront - aiding in its establishment and growth as one of Amazon's suppliers of the year
- Develop digital content that solve business problems and meet marketing objectives with thoughtful campaign tactics and compelling design
- Present concepts and ideas in a clear and compelling manner; articulating and defending creative direction choices; collaborate and iterate based on feedback from cross-functional partners
- Taking direction from Creative leads on the multi-channel creative brief, create designs across marketing levers for digital channel execution while ensuring a coherent campaign across physical channels
- Collaborate with Project Managers, Strategists, Copywriter, and the Creative team using a key attention to detail to provide exceptional deliverables and meet project deadlines
- Ensure a high standard of visual execution for both established and from-scratch campaigns that stay within all brand guidelines

Projects Include: Amazon Storefront take-overs for micro and macro occasions, unique marketing campaigns (back-to-school, FIFA World Cup, LATAM holidays, Weather targeted ads), microsite for LEGO Merchandise, Onsite and offsite banner ads, BTF enhanced content for product pages, Shopper Videos

Art Director - The LEGO® Group 2021 - 2022

- Leading creative direction and approval of retail execution with external partners
- Initiated outsourcing processes and work-flow to establish quality and efficiency between the LEGO group and outside agencies
- Develop and present concepts which translate marketing briefs into crisp graphical designs and solutions
- Manage multiple campaigns in various stages of completion ensuring a high standard of visual execution across all work and within all brand guidelines
- Communicate constructive direction to external vendors based on feedback from cross-functional internal teams
- Continuously collaborate with Project Managers, Marketers, Copywriter, and the Creative team using a key attention to detail to provide exceptional deliverables and meet project deadlines

Projects Include: In-store theme/holiday campaigns, in-house creative toolboxes, exclusive window displays, seasonal feature shops, and supporting print material/digital screens

EXPERIENCE CONTINUED

Graphic Designer - The LEGO® Group 2016 - 2021

- Create and produce global print material, large in-store campaigns, and online assets
- Collaborate with marketing partners and art directors throughout projects to ensure brand consistency and quality
- Follow and execute a project brief from concept to completion
- Develop designs which align with the LEGO brand identity and can be implemented across various mediums
- Meet project deadlines through effective time-management and attention to details

Projects Include: Global Shop-At-Home catalogs, mailers, calendars, stickers, in-store theme/seasonal displays and supporting print material, digital assets (emails, website imagery and online campaigns)

Graphic Design & Marketing Assistant - NEFCO Corporation 2014 - 2020

- Spearhead creative and impactful designs for this multi-million dollar tool and safety company
- Provide ideas and guidance to CEO and leadership in order to create engaging and effective marketing solutions
- Collaborate with marketing team to create high-level designs that establish the NEFCO brand while providing customers with eye-catching and informative material
- Solve visual problems with simple and powerful designs, further aiding in the company's success and growth

Projects Include: 500+ printed catalogs, logos, e-mail blasts, digital assets, promotional/seasonal flyers and booklets, internal and external pamphlets

Freelance Artist - Aly Marie Ross Design 2014 - present

- Connect with clients to meet their unique design and creative needs - e.g. logo and branding design, invitations, marketing materials, chalkboard typography, illustrations, and paintings

Notable Projects:

- 2021-2024 Annual Report and Nursing Report for Connecticut Children's Hospital - 200+ pages of news and achievements presented in a creative and engaging digital booklet
- Inspiring murals for local businesses (Angry Chair Hair salon, FWJ, etc) using paint and chalk materials
- Milwaukee Truckload Transformer Illustration - personally recognized for creativity and craftsmanship by CEO of Milwaukee Tool Company
- Multiple 15-ft chalkboard menus for well-established Carbone's Restaurants (Hartford, CT) using hand-drawn typography, and illustrations
- Full-color 1920s style painting on glass french doors

EDUCATION

Savannah College of Art and Design (SCAD) - BFA Visual Communications - Summa Cum Laude - 3.90 GPA