Odalys Fenwright

Art Director

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SUMMARY

Art director with 6 years of experience across agency and in-house retail work, leading campaign concepts, brand systems and teams of up to 5 designers. Directed a rebrand that lifted email click-through by 18%, and a holiday campaign that ran across 40 stores and 3 digital channels. Known for briefs that hold up under deadline pressure and feedback that makes work better, not just different.

EXPERIENCE

Art Director — Northfield Creative Co-op

Minneapolis, MN · Feb 2022 – Present

- Direct a team of 5 designers and 2 freelance illustrators across 12 client accounts, setting concept direction and approving final files before client review.
- Led the visual rebrand of a 40-store home goods retailer, including a new logo, packaging and in-store signage system, which lifted email click-through by 18% in the first quarter.
- Art directed a holiday campaign spanning print, social and 40 store windows on a $180,000 production budget, delivered on time across 3 agencies' worth of coordination.
- Built a 60-page brand guideline covering typography, color and photography style, cutting back-and-forth revisions on client decks by half.
- Pitched and won 2 new accounts worth $420,000 in annual billings by presenting concept boards that tied directly to each client's sales goals.

Senior Graphic Designer — Bellweather Advertising

Minneapolis, MN · Aug 2019 – Jan 2022

- Designed and art directed layouts for 8 regional retail clients, moving into creative lead on 3 of them within 18 months.
- Directed a photo shoot for a grocery chain's seasonal catalog, briefing the photographer, stylist and 4 models, delivered 2 days under the production schedule.
- Reduced average concept turnaround from 5 days to 3 by introducing a shared mood-board and feedback process with account managers.

SKILLS

Creative direction: Campaign concepting, brand identity systems, art direction for photo and video shoots

Design tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Procreate

Production: Print production, packaging specs, pre-press file prep, vendor management

Leadership: Creative briefs, team critique, freelancer and vendor budgets, client presentations

CERTIFICATIONS

Adobe Certified Expert, Photoshop, 2020

EDUCATION

B.F.A. Graphic Design, Minneapolis College of Art and Design, 2019

Fictional example by FindAJobAI: the person, employers and numbers are invented.