

# DANIELLEREYNOLDS

## ABOUT

I am an innovative, commercially driven Senior Art Director with over 15 years experience in retail and fashion, both client and agency side, with a focus on omni-channel brand building, creative strategy, seasonal campaigns, photo and video creative direction.

A passionate creative who constantly seeks opportunities I thrive under a creative challenge and take true delight in working collaboratively with a hands on approach from concept to end development. I am passionate about big picture conceptual and strategic thinking and take true pride in the creative evolution of a brands voice.

Along with extensive experience in art direction, graphic design, client presentations, leadership and managing client relationships, I have vast experience in directing, planning studio and location shoots while working to tight time frames and within budget. As a multi skilled creative I also have a keen creative flair and passion for fashion and still life styling with vast on set experience.

## KEY SKILLS

**Creative direction, art direction, graphic design, motion graphics, styling, big-picture thinking, creative problem solving & team leadership**

Strong skills in the Adobe Creative Suite including Photoshop, Illustrator, InDesign, After Effects, Sketch & Figma as well as Microsoft Office & Google g-Suite (including Word, Excel, Outlook and Power-Point), CMS and social platforms and Acrobat on both Macintosh and PC platforms. Basic knowledge in HTML, CSS, SLR and Studio Photography.

## EXPERIENCE

### Stitch Fix 2019 - 2023

#### SENIOR ART DIRECTOR

Led UK in-house creative and defined overall creative vision for all UK brand marketing, photography, digital, video and print collateral. Developed a team while creating processes and workflow for new initiatives and campaigns with marketing team and US cross functional partners to enable efficiencies and global brand alignment.

Art directed all creative touch points - conceptualised, developed, and executed seasonal campaigns, editorial photography, TV, and design. Directed, reviewed and approved brand and integrated campaign work across all channels including photography, video/motion, website, performance marketing, growth, social, CRM and acquisition.

Collaborated to align strategies and messaging across internal teams including marketing, product, engineering, editorial styling, photo and project operations UK and globally. Presented work to CEO and executive level stakeholders.

#### Responsibilities:

- Driving the evolution and elevation of the overall creative vision for the UK brand; concepting and directing all seasonal editorial photography and performance driven brand campaigns, TVC's, social first content, BAU, and all marketing collateral from concept to completion
- Led, managed and mentored designers to ensure brand consistency and stellar design solutions
- Creative direction and execution of yearly TVC
- Concepting and directing all editorial photography - incl. Editorial location, still life, ISOF and social, ensuring market centric and with the ability to be used multi channel. Seeing shoots all the way from concept, casting, retouching to handoff.
- Managed projects from pre pro through to post pro, finished art and delivery
- Nurtured strong global & cross functional partnerships
- Leveraged data/insights to inform ideas, story telling and creative

### London 2018 - 2020

#### FREELANCE ART DIRECTOR & DESIGNER

London based freelance Creative. Providing services across art direction, graphic design, motion graphics, product design, artworking and creative content solutions.

Clients included: Hearst Magazines | River Island | Not on the High Street | Dune London Wolfgang | Goodstuff | Pow Wow Creative | L'Oreal | Axon Publishing | DFS | Missoma | Stitch Fix

### BMF Advertising 2016 - 2018

#### SENIOR ART DIRECTOR

Lead creative across all catalogue and below the line creative for key retail account, developing and executing impactful creative strategy for print and online touchpoint. Provided leadership and creative direction while partnering with key stakeholders. Assisted the Creative Manager to lead, mentored and manage a team of 7 Creative's and art workers on a fast paced retail account.

#### Responsibilities:

- Managed creative production of a weekly catalogue, which required: creative rational design and development, client presentation and guidance, full scamps, art direction and design
- Worked closely with Producers to ensure deadlines were met and kept within budgets to produce innovative strategic work leading a team of 5 in-house photographers and multiple external stylists and hair & makeup artists on all shoots

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## QUALIFICATIONS

Queensland University of Technology.  
QLD. Australia  
2005 - 2008

**Bachelor of Creative Industries**  
(Interdisciplinary)

Helensvale State High School. QLD.  
Australia  
2000 - 2004

**Senior Certificate**

**Certificate IV in Frontline  
Management**  
2010 - 2011

## EXPERIENCE CONT.

- Managed and created an online photography style guide for client ecommerce
- Lead Creative Direction across all key event catalogue campaigns including Spring Living, Easter, Christmas and Ski
- Interpreting above the line campaign concepts to translate across all customer touch points below the line – print and online
- Presenting concept, artwork, casting etc and liaising with client, building key foundational partnership between agency and client
- Managing art direction, design consistency and standards across team
- Signed off all peer below the line creative work. Oversaw concept, art direction, production and casting of all editorial photography, product and video content
- Collaborated across functions to deliver upon clients business strategies and goals
- Key driver for change with focus on pushing creative, communication, innovation and process improvement
- Lead 2017 Ski campaign shooting in Austria and directing local photographer and crew to produce winning ski catalogue and online content
- Lead Creative on both 2016 and 2017 Christmas Campaign catalogues and online
- Christmas campaign 2017 overall, of which catalogue represented over 75% of client investment, generated a YOY sales lift of over 20% and sell through of up to 98% on key sales driving items for the season.

### **Australian Catalogue Award AWARDS:**

2017 ALDI Ski Gear Winner - Catalogue Retailer of the Year over 3.5m and Sports & Fitness  
2017 ALDI: The More the Merrier Christmas Campaign Winner - Supermarkets.

FINALISTS: ALDI Ski Gear - Sports and Fitness & ALDI Special Buys Gourmet Kitchen -  
Kitchenware & Home Interiors

HIGHLY COMMENDED: ALDI Special Buys Young Hearts - Children's Apparel & ALDI Special  
Buys Inspired by Nature - Kitchenware & Home Interiors

### **Specialty Fashion Group – Rivers 2014 - 2016**

#### **ART DIRECTOR / SENIOR GRAPHIC DESIGNER**

Conceptualised, developed, and executed seasonal campaigns and catalogues as well as all online content and TVC's while elevating the brand across all touch points. Created new processes and workflow with brand marketing teams to enable efficiencies and brand alignment. Collaborated across functions to deliver upon business strategies and goals.

#### **Responsibilities:**

- As senior team member lead art direction and concept development of rebrand, campaign and catalogues as well as Online content and TVC's
- Worked closely alongside Creative Manager in brand repositioning and all communications for the Rivers brand
- Art directed all studio and campaign photography, ensuring that all imagery reflected and elevated the brand
- Managed and art directed multiple design initiatives end to end - campaign and still life photo-shoots, video-shoots, digital collateral, editorial content, editorial content, competitions, social content, in-store collateral and visual merchandising
- Design and delivered fortnightly Catalogues and POS material along with all other brand specific artwork including artwork for TVC's, EDMs and other digital content
- Developed comprehensive and innovative creative concepts for campaign material
- Planning and coordination of photo/video shoots for catalogues and online assets working closely with in-house videographers and photographer and within budgets and tight deadlines
- Followed artwork from brief to initial design concept/s, to amendments, to final proofs, category buyers approvals to liaising with printers and pre-press
- Employed effective communication skills to build strong interdepartmental relationships with the likes of in-house photographers, videographers and retouchers.
- Handled multiple projects at once – working within daily, weekly and monthly deadlines
- Biggest sales ever recorded for Rivers Christmas campaign, 86% lift on the same event previous year

#### **AWARDS:**

Australian Catalogue Award nominee - Rivers Fresh Views

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## REFERENCES

Available upon request.

Nancy Arnold  
**VP of Creative**  
**Stitch Fix**

Anisha Vishwanath  
**Marketing Director**  
**Stitch Fix**

Rebecca Kelsey  
**Senior Fashion & Copy Editor**  
**Stitch Fix**

## EXPERIENCE CONT.

### **TVSN – The TV Shopping Network 2012-2014** **MID-WEIGHT GRAPHIC DESIGNER**

#### **Responsibilities:**

- Mid-weight creative producing all communications for TVSN: The Shopping Network Australia and New Zealand
- Art direction of campaign, monthly magazine, quarterly catalogue and TVC's
- Product and fashion styling for monthly magazine, TVC's and online assets
- Retouching images for ecommerce and all other collateral
- Delivered highly creative and effective design material for print (catalogues, look books & campaign collateral), web (website – desktop & mobile, EDM and Social Media Material), set (on air posters and back drops) and broadcast (promos, stings and menus) mediums as well as various marketing and promotional collateral
- Developed comprehensive and innovative concepts for TVSN events, campaigns and look books including season launches, celebrity PR events and products focused sales events.
- Employed Photoshop, InDesign, After Effects and Illustrator skills in the production of artwork across multiple mediums
- Followed artwork from brief to initial design concept/s, to amendments, to final proof
- Employed effective communication skills to ensure strong interdepartmental relationships working closely with Photography, Audio and Edit Departments
- Handled tight deadlines and multiple projects at once – work within daily, weekly and monthly deadlines
- Biggest sales ever recorded for TVSN All STARS event, 22% lift on the same event previous year

### **The Community Network 2009-2011**

#### **GRAPHIC DESIGNER**

#### **Responsibilities:**

- One of 4 designers producing animated artwork in line with individual client needs
- Liaised and analysed clients need while developing and presenting client solutions
- Direct contact with clients, taking briefs and liaising with clients over changes and amendments
- Employed Photoshop, Flash, After Effects and Illustrator skills in the production of artwork/advertising
- Followed artwork from client to initial design concept/s, to client amendments, to final proof
- Employed communication skills to ensure strong customer relation foundations
- Handled multiple projects at once – and work within weekly deadlines and monthly targets
- Sourced appropriate photographs from stock libraries where needed
- Liaised with production team to ensure all work produced by myself was processed and communicated to client in a timely manner
- Created content for internal digital notice board

#### **FREELANCE**

Sphere Collective	2015
Paper Pattern Co	2015
StyledBy.com	2013-2014
Symons Group	2011
Sunglass Worx International, Westfield Helensvale, Gold Coast, QLD	2007
Bright Eyes Sunglass Stores, Westfield Helensvale, Gold Coast, QLD	2007

#### **Responsibilities:**

- Art direction
- Branding development
- Developed innovative concepts for events, campaigns, look books and website
- Liaised and analyse client needs while developing and presenting client solutions
- Created design concepts for marketing material across online and print as requested
- Followed artwork from client to initial design concepts, to client amendments, to final proof
- Liaised with printers/external resources