



# RENÉE BROWN

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I'm a creative professional with a passion for forward-thinking design. I have over ten years of experience in agency and in-house settings, designing for both digital and print mediums. I enjoy creating visually eye-catching designs and have a proven track record of building relationships with clients and vendors.

## WORK EXPERIENCE

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### URBAN SKIN Rx

#### **Associate Art Director, Packaging & Print**

Charlotte, NC

June 2020 – Present

Creative art director and designer who oversaw all aspects of Urban Skin Rx deliverables (print, packaging, retail and production). Lead the design development process including conceptualizing, designing, printing and production across 3 collections of skin care products. Lead the repackaging undertaking of the prestige Pro Strength Collection and campaign launch for Ulta stores nationwide. Development, design and execution of the Mens Collection. Collaborated with internal teams and vendors for marketing timelines, pricing, technical specs, color/creative signoff, compliance approval and final execution. Projects included product renderings, component and unit carton packaging design, subscription beauty boxes, holiday and seasonal kits, retail shelf strips, end caps, lightboxes, store signage and merch. Also proud to have served as a member on the Diversity & Inclusion Board.

### AXA EQUITABLE

#### **Design Manager, Marketing**

Charlotte, NC

June 2015 – February 2020

Full time print and digital designer for an award winning in-house agency. Responsibilities include leading and directing creative design projects from concept to completion and ensuring that visual communication standards set by brand guidelines were met across all media. Served as a creative lead for conceptual thinking, brainstorming and creating mood boards. Created and presented conceptual deck for integrated campaigns to clients. Identified and directed creative support such as copywriters and digital designers to develop and execute concepts. Close collaboration with project managers. Managed projects through WorkFront project management platform. Oversaw various projects which include but aren't limited to integrated campaigns, social media posts, HTML email design, direct mail, brochures, flyers, illustrations, charts/graphs, infographics, and signage.

### STATE OF FUNK

#### **Creative Director**

Charlotte, NC

April 2018 – March 2020

Created a cultural apparel brand, whose designs were inspired by culture and focused on unity and originality. The brand won Best T-shirt Design from RealThread 2018 and was featured on BuzzFeed and the OWN Network. Responsibilities included clothing design, social media content and influencer management, email content and marketing, management of vendors, copywriters, inventory, marketing campaigns, retail signage and POP.

### MIDAN MARKETING

#### **Senior Art Director**

Statesville, NC

May 2014 – May 2015

Responsible for brainstorming concepts and executing campaigns for clients in the food industry, specifically meat, targeting B2B and B2C. Also responsible for client presentation, communicating with vendors, directing and scheduling photo shoots, mechanical development and having a strong knowledge of print production. Projects include brand development, packaging and label design, print and editorial design, web design and online media. Supported and assisted a team of Art Directors.

## BROWN COMMUNICATIONS

### **Art Director**

Regina, Saskatchewan, Canada

Feb 2012 – Nov 2013

Brainstorm, conceive, and develop advertising and marketing campaigns for a variety of clients, with a focus on the power industry. Designed print and web campaigns and oversaw production in all media involved. Helped direct photoshoots and worked directly with the Account Supervisor and Creative Director during production. Researched and wrote content for articles and blogs. Worked hands on and in collaboration with web designers, and print designers, on all media as needed.

## FREELANCE WORK

### **Regina, Saskatchewan, Canada**

Mar 2010 – Sep 2010

Designed and developed content for the Web and for printed materials. Clients included SIAST, The Arts, Inches-A-Weigh, and Creative Kids.

## THONDO COMMUNICATIONS

### **Junior Web Designer**

Atlanta, GA, USA

Apr 2009 – Mar 2010

Designed and developed content for a variety of electronic media, including Web sites (front end & back end), direct mail, web, banner ads, and Web promotional materials. Designed a wide range of printed materials and branding identities for English and Italian clients.

## MYSTIQUE CREATIVE

### **Graphic Designer**

Toronto, Ontario, Canada

Aug 2008 – Jan 2009

Worked directly with clients to create and design identities, posters, annual reports, magazine and newspaper layouts and invitations. Clients included Sony BMG, IBM, World Wildlife Fund, and the Kidney Foundation.

## EDUCATION & RECOGNITION

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Appalachian State University

Boone, NC, USA Aug 2003 – May 2008

BFA in Graphic Design

American Institute of Graphic Artists (AIGA)

2019 Women's History Month Spotlight

State of Funk

Graphic Design USA

2017 In House Design Winner

AXA Equitable