

Summary of Qualifications

Award winning Creative /Senior Art Director. 11+ years of multidisciplinary experience in the creative industry as a team leader and team player. Highly passionate about design and creative problem solving. Extensive experience in web-design, ecommerce, online marketing and print design. Passionate about bringing design ideas to life whether it is print, online or a combination. Accustomed to performing in a deadline-driven and business results-oriented environment with an emphasis on working within budget requirements. Experienced in planning, art-directing and executing photography shoots.

Strong attention to detail and work ethic has won me appreciation with those I've had the pleasure to work with. I strongly believe in the power of team building — mentoring and inspiring all to their full potential. Keeping my team positive and energized ensures a respectful environment where all ideas are communicated and explored. Maintaining this leadership model ensures open collaboration between all departments.

Professional Experience

June 2010 – Present

CREATIVE DIRECTOR – lilarot GmbH * Hamburg, Germany

Hired to build and lead a small team of creatives at a medium sized agency and establish a new level of creative standards for main client PHILIPS.

- Guide team to develop creative work with a fresh twist yet within PHILIPS style guidelines.
- Manage creative resources to ensure projects are handled by team members with appropriate skill set.
- Working closely with clients marketing and product teams to ensure delivery of creative that translates product benefits and selling points into action-triggering creative work.
- Responsible for delivery of projects within timing and budget constraints.
- Relied upon to deliver solid creative work even for very short turnaround-time projects.
- Build and maintain strong client relationships and continuously increasing scope of work.

Highlight:

Won biggest project in agency history and successfully transition all outsourced work to my creative team within three months to increase agency revenues multifold.

March 2009 – Present

FREELANCE ART /CREATIVE DIRECTOR – Neva Design Studio * New York, NY, & Hamburg, Germany

Hired as a freelance Art Director for various types of creative projects by creative agencies or by clients directly:

- CatapultRPM, Westport, CT, USA
- DNSi, Hamburg, Germany
- vonDeska.de GmbH, Hamburg, Germany
- MeinThermobecher.de, Kassel, Germany
- Lusciamar.com, Hamburg, Germany

Designed and strategized a wide spectrum of creative assets in support of marketing campaigns for M&M's, Cesar, Subway, Intel, Whiskas, The Goodlife Recipe, Joey's Pizza (Germany), GEO (Germany), Spiegel (Germany) and many more.

Highlights:

- Provided design expertise for consumer promotions and varied marketing platforms (e-commerce, social networking, and online gaming) for major accounts and leading brands.
- Created Logo, Brand and E-commerce Website for MeinThermobecher.de and Lusciamar.com.
- Redesigned multiple websites for small hotel chain vonDeska.de in Hamburg Germany

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June 2000 – January 2009

INTERACTIVE MANAGER – Adaptive Marketing LLC * Norwalk, CT, USA

Selected to manage design of a growing portfolio of membership-based web sites for a \$800 million digital marketing company. Selected to manage design of a growing portfolio of membership-based web sites for a \$800 million digital marketing company.

- Originated and produced innovative design solutions to drive revenue for membership based websites.
- Developed and adapted design styles across a variety of business categories, including (but not limited to) shopping and entertainment, health and beauty, and credit reporting and protection.
- Efficiently art directed, motivated and mentored two designers and coordinate design production from concept through completion
- Successfully translated subject matter into fresh design for a wide array of promotional media, including full-scale product websites, email blasts, banners, self-mailers, complete direct mail packages and sales collateral.
- Worked closely with copywriters to shape creative vision and conceive designs

Highlights:

- Lead Designer for Savings Ace – an award winning shopping site
<http://www.webaward.org/winner.asp?eid=13388>
- Created highly effective web banners that generated up to 100,000 clicks from partners' pages; landed the Company's largest account by consistently producing the best-performing banners.
- Designed 90% of control banners across all product lines, increasing the hit rate of the creative department by 300%.

October 1999 – June 2000

WEB DESIGNER – Ron Sizemore Visual Productions Inc.* New York, NY, USA

- Chosen to provide interface designs, layouts, web graphics and posters.
- Interacted with clients and gave presentations to obtain and analyze requirements; coordinated development with project managers and programmers.
- Worked with information architects to improve usability and ensure feasibility

Highlight: Created innovative e-commerce web sites for large fashion companies (and designers), applying solid graphic design skills.

1998 – October 1999

WEB DESIGNER – Vice Versa Neue Medien GmbH * Hamburg, Germany

- Brought in to design innovative web sites and marketing materials for leading German corporations.
- Created user interfaces, layouts and graphics for CD-ROMs.
- Led customer reviews to secure layout approvals.

Highlight: Instrumental in design and development of the only web site for the German Postal Service providing services to the customers across the country.

1996

FILM PRODUCTION COORDINATOR – Müller's Büro * Hamburg, Germany

Highlight: Consistently recognized by supervisor for my time- and money-saving project management skills.

1995 – 1996

PHOTO PRODUCTION COORDINATOR – "For You" Magazine * Wiesbaden, Germany

Highlight: Successfully art directed and coordinated production of a two-page special feature story by effectively planning and coordinating resources.

1994 – 1995

VISUAL MERCHANDISER AND INTERIOR DESIGNER – Maßstab * Hamburg, Germany

EDUCATION

COLLEGE FOR FINE ART AND DESIGN – Hamburg, Germany * 1997
Certificate in Graphics and Design (Bachelors Equivalent)

SCHOOL FOR ART & DESIGN – Hamburg, Germany * 1995
High School Diploma in Graphics and Design

APPRENTICESHIP, Visual Merchandising and Display Design – Karstadt Mönckebergstrasse –
Hamburg, Germany * 1992 – 1994

OTHER SKILLS & INTERESTS

Fluent in German & English

Fine artist (portraits) WWW.NEVAPAINTINGS.COM

Basic Interior Design Skills (Started and owned an Interior Design Company for 1.5 years)
Design. Shopping, Travelling, Food, Reading, Family & Friends and Skiing.

Portfolio: sandranevaschulze.com / currently in the process of redesign

Pinterest: Sandra Neva Schulze

US Citizen, German Citizen