


## Amy Brigant

Art Director | Designer

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 (Open to remote/hybrid)

### Professional Summary

Versatile and solutions-driven Graphic Designer and Art Director with 8+ years of experience delivering visually impactful campaigns across digital, print, video, and social platforms. Skilled in blending strategic thinking with high-quality design execution: leading teams, directing shoots, and crafting compelling brand narratives. Equally confident taking the creative lead or rolling up sleeves to design pixel-perfect assets. Passionate about creating work that connects, performs, and elevates brands.

### Core Competencies

- Creative Direction & Campaign Development
- Effective collaborator across remote and in-person teams
- Motion Graphics & 2D Animation
- Social & Digital Content Creation
- Video & Photo Shoot Art Direction
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- Print & Digital Production
- Concept/Ideation, Storyboarding & Pitch Decks
- Trend Awareness & Market Insight

### Professional Experience

#### Freelance Designer /Art Director | Remote | Jan 2016 – Present

- Delivered creative solutions for clients across industries including CPG, fashion, and entertainment.
- Designed OOH campaigns, email campaigns, digital ads, motion graphics, marketing and branding materials, storyboarding, social media and posters.
- Collaborated with agencies and directly with clients on high-impact visuals.

#### Art Director | Viral Nation | Remote | Dec 2023 – July 2024

- Directed campaign creative from concept to execution for influencer-driven and social-first campaigns.
- Directed digital campaign creative and oversaw E-commerce website for brand launch — Google Ads, Youtube, Amazon, Social.
- Collaborated with strategists and copywriters to develop content strategies aligned with brand goals.

- Oversaw photo and video shoots, ensuring alignment with brand tone and creative vision.
- Position concluded as part of team restructure.

#### **Art Director | Mixtape | Remote | May 2022 – Nov 2023**

- Led integrated campaigns in collaboration with copywriters, strategists, and account teams.
- Directed creative on pitches, RFPs, and new business initiatives.
- Managed junior creatives and interns, providing mentorship and quality oversight.
- Directed creative for photo and video shoots, pre/post production and on set.
- Successfully grew client budgets through creative excellence.
- Role ended due to agency restructure.

#### **Senior Designer (Promoted from Intermediate) | FCB | Remote | June 2020 – May 2022**

- Supported integrated marketing campaigns from ideation to final delivery.
- Created visual toolkits, mockups, and animations for major clients.
- Mentored a team of six production artists, resolving scheduling and creative challenges.
- Managed junior creatives and interns, providing mentorship and quality oversight.
- Collaborated closely with creative leads on campaign deliverables.
- Worked collaboratively with producers to manage resourcing and scope.

#### **Designer | Thinkr Marketing | Hamilton, ON | Jan 2020 – March 2020**

- Designed marketing collateral (logos, flyers, business cards, animations) for small businesses.
- Role concluded due to COVID-19 slowdown.

#### **Creative Designer (Lead) | Sobeys Inc. | Toronto, ON | Aug 2019 – Jan 2020**

- Developed concepts and storyboards for branded content across web, social, and print.
- Directed creative for photo and video shoots aligned with seasonal and promotional campaigns.

#### **Design / Production Assistant | Apparel Industry | Toronto, ON | Apr 2012 – Sept 2016**

#### **Education**

George Brown College – Advanced Diploma, Design/Advertising (2016)

Seneca College – Advanced Diploma, Fashion Arts (2010)