

# AMY BRIGANT

## ART DIRECTOR/DESIGNER/CREATIVE

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PORTFOLIO: [iamamycreative.com](http://iamamycreative.com) EMAIL: [apbrigant@gmail.com](mailto:apbrigant@gmail.com)

### ABOUT

Dedicated Art Director with a proven track record of delivering innovative and visually engaging creative solutions. Combines unique thinking with technical expertise to bring campaigns to life using a solutions-oriented approach. Committed to pushing the boundaries of creativity and inspiring both clients and internal teams. Passionate about creating memorable experiences through design and eager to contribute skills and enthusiasm to elevate any project or team.

### EXPERIENCE

#### FREELANCE DESIGNER, AMY B DESIGN: JAN. 2016 – PRESENT

Providing design and art direction for client projects including: OOH ad campaigns, storyboarding, pitch decks, logo design/branding materials, motion graphics, social media, posters.

#### ART DIRECTOR, VIRAL NATION: DEC. 2023 – JULY 2024 (LAID OFF - MASS LAYOFF)

- Collaborated with cross functional teams, developing campaigns from brief to strat & execution.
- Led creative ideation, storyboarding, art direction, and motion graphics/video production.
- Created social content and campaigns for CPG and e-commerce brands, including content creator ideation and brand launches
- Lead and created a series of paid media video and static assets for a brand launch

#### ART DIRECTOR, MIXTAPE: MAY 2022 – NOV. 2023 (LAID OFF - RESTRUCTURE)

- Developed campaign ideas/visuals in collaboration with copywriters, accounts, and strategists.
- Led a team of copywriters and interns, providing feedback, direction, and presenting decks.
- Produced high-quality ideas that increased client budgets and grew partnerships.
- Led creative ideation for RFPs, pitches, and new business opportunities.
- Directed photographers, videographers, and talent in pre-production and on set.

#### INTERMEDIATE - SENIOR DESIGNER, FCB, REMOTE: JUNE 2020–MAY 2022

- Supported production and creative on integrated campaign briefs, from ideation to execution.
- Mentored a team of six production artists, providing creative and brand feedback. Helped manage work and personal/schedule conflicts.
- Developed campaign deliverables using Adobe Suite (Psd, Illustrator, InDesign, After Effects)
- Created 2D animation/motion graphics for campaign deliverables.
- Collaborated with Art Directors and Creative Directors on campaigns - ideation, mockups, toolkits, and guide decks.

#### DESIGNER, THINKR MARKETING: JAN. 2020 – MARCH 2020 (COVID 19 LAYOFF)

Designed flyers, logos, business cards, sell sheets, and other marketing materials for local businesses. 2D logo and social post animation/motion graphics.

#### CREATIVE DESIGNER (LEAD), SOBEYS INC: AUG. 2019 – JAN. 2020

Developed concepts, mockups, copywriting, storyboards, and art direction for video and photo shoots. Collaborated with Design Manager, brand, and content marketing to develop creative concepts for cross-channel ads and content.

#### APPAREL INDUSTRY, ASSISTANT DESIGN/PRODUCTION – APRIL 2012 – SEPT 2016

Worked with various companies within the apparel industry such as Lida Baday and Klienfeld.

## **EDUCATION**

GEORGE BROWN COLLEGE – ADVANCED DIPLOMA (DESIGN/ADVERTISING)

SENECA COLLEGE – ADVANCED DIPLOMA (FASHION ARTS)

## **SKILLS**

- Proficiency in Adobe Creative Suite for visual content.
- Use of AI to support creative ideation and execution.
- Conceptual thinking for marketing, social, experiential and Ad campaigns.
- Storyboarding for video and OOH.
- Efficiently managing junior team projects and working within budgets and timelines.
- Inspiring and leading creative teams providing direction and feedback.
- Effective communication to target audiences.
- Creating engaging multimedia content with use of Motion Graphics.
- Effective team collaboration - understanding when to leverage team members knowledge.
- Deep understanding of social media creative and best practises.
- Art Direction for shoots: Directing to match the creative vision.
- Problem Solving: Innovative solutions to design challenges; using data to drive creative choices.
- Trend Awareness.
- Practiced application of type, grid systems and font selection. Ability to design with multi channel deliverables in mind.
- Adaptability in changing gears and adapting to client and team asks/feedback.
- Conveying compelling storytelling through visuals, laddering back to brief and insights.
- Print Production
- Attention to Detail: Striving for pixel perfect work.