

# ANDREA CONNER

SENIOR ART DIRECTOR + DESIGNER



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## EDUCATION

UNIVERSITY OF MISSOURI — COLUMBIA  
BACHELOR OF JOURNALISM  
EMPHASIS: MAGAZINE DESIGN  
2008-2012

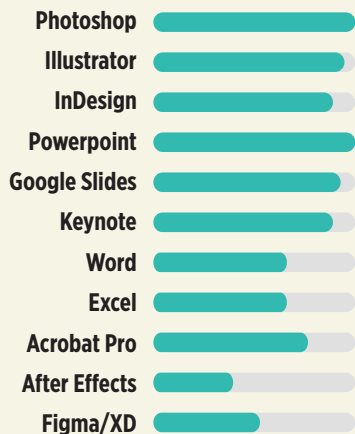


## PROFILE

Hi, I'm Andrea — a multi-faceted, super organized and passionate designer with 10+ years of experience creating visual stories for high profile clients. I'm a results-driven performer with an exceptional aptitude for attention to detail and developing creative solutions for print, web, social, brand identity, and presentation decks. My goal is always to design with a purpose and to also have fun while doing it.



## SKILLS



## CLIENTS

• PLAYSTATION	• HILTON
• GOOGLE	• TRU BY HILTON
• HBO MAX	• CITRIX
• TOPGOLF	• OLIVE GARDEN
• AT&T	• FRITO LAY
• DIRECTV	• STATE FARM
• PIZZA HUT	• AVOCADOS
• NISSAN	• FROM MEXICO
• CHILI'S	• MISSION FOODS
	...AND MORE



## DESIGN EXPERIENCE

### MATERIAL, Los Angeles, CA • [materialplus.io](http://materialplus.io)

Senior Art Director (Remote) | July 2022 - January 2023

- Led the creative design while working with the strategist teams to create visually compelling layouts for intricate qualitative and quantitative research findings and data
- Creatively assessed the needs and conceptualized ideas/layouts for high-profile presentations, print, online media, video graphics, and other materials
- Resolved complex issues through the course of collaborating, listening, troubleshooting, and delivering timely responses to clients
- Oversaw and ensured that presentations/collaterals are checked, proofed, and pre-flighted; paid very close attention to detail in terms of copy, content, and style specifications

### AUGUSTINE AGENCY, Irving, TX • [augustineagency.com](http://augustineagency.com)

Senior Art Director | December 2019 - July 2022

- Primarily worked on the Avocados From Mexico account to provide in-store branding, retailer-specific programming, promotional marketing, and consumer engagement
- Worked directly with clients and vendors on shopper marketing projects from the beginning planning concept development stage to the final product display in-store
- Utilized experience to concept and produce both print and digital content for Avocados From Mexico's Shopper and Foodservice divisions, Mission Foods, CHP, Visit Bastrop, and other various destination clients
- Researched and led the art direction to gain prospective new businesses for the agency

### THE MARKETING ARM, Dallas, TX • [weareTMA.agency](http://weareTMA.agency)

Art Director | December 2014 - December 2019

- Led and created the presentation deck design and pitch materials that contributed to winning State Farm's \$615 million creative account in 2019
- Researched and led the design of presentation decks for new business opportunities to various potential clients such as State Farm, AT&T, Target, McDonalds, Mercedes-Benz, Pantene, and Nike from 2018-2019
- Managed and designed the creative needs for Tru by Hilton, Topgolf, and AT&T, including design for presentations, web, mobile, print, and large-scale experiential activations from 2016-2018
- Supervised and art directed promotional photo/video shoots for Toptracer and Tru By Hilton
- Worked as the sole creative on the Hilton account designing their sponsorships, promotions, hospitality, and concert activation events from 2014-2016
- Provided design support and concepting for the other existing clients, as well as agency's internal creative needs including digital, social, print, and logo design for culture events and training materials

### VITAL VOICE MAGAZINE, St. Louis, MO • *Ceased Operations*

Art Director | December 2012 - November 2014

Graphic Designer | August 2012 - December 2012

- Led the rebrand for the overall design identity of the company, including redesigning the logo, brand guidelines, print magazine, and website
- Supervised and managed the daily tasks of the Art Department and helped manage editorial content
- Produced design concepts for the monthly print publication, web graphics, in-house events, promotional branding, and client advertisement builds
- Directed all editorial photo shoots, as well as acting as photographer when necessary
- Wrote feature stories and interviews when needed and helped with the editing/proof process