



DANIELLE PATREY

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SENIOR ART DIRECTOR & GRAPHIC DESIGNER

A proven track record of over 10 years leading diverse creative teams. Skilled in creative strategy, project management, and delivering exceptional design solutions. Expertise in driving sales, engagement, and brand awareness through innovative marketing campaigns and best-in-class brand creative.

WORK EXPERIENCE

Senior Art Director & Graphic Designer

Freelance | Atlanta, GA | 2006-Present

- Partnered with creative leaders to identify and establish art direction standards for creative production.
- Developed industry-leading creative concepts, aligned with both strategy and business objectives.
- Facilitated photo shoot logistics while collaborating with a team of designers, photographers, stylists, digital techs, and assistants to maximize best practices, provide guidance and ensure consistency in creative execution.
- Led quality assurance and improved processes to ensure all executions aligned with strategy, brand, channel and platform guidelines. Ensured alignment against media plans, while being to spec and error-free.
- Reviewed work-in-progress assets with clients/team members and advised, advocated and/or provided feedback.
- Cultivated a collaborative work environment that enabled professional growth and effectively resolved conflict.

Art Director | Global Retail, Ecomm & Social Media

Carter's Inc. | Atlanta, GA | 2015-2020

- Collaborated broadly with domestic and global partners to set strategies, exceed individual market's business goals, and extend the reach of Carter's, OshKosh B'gosh, and Skip Hop brands worldwide.
- Conceptualized and managed all global omni-channel creative assets across retail, digital, and social channels, ensuring all assets were error-free and on-brand, while maximizing tight deadlines and budgets.
- Produced best-in-class solutions, elevating the brands internationally and driving business, leading to Carter's International net sales growth in retail by 16% and e-commerce by 47%. This significant growth led to the acquisition of the licensee business in Mexico and e-commerce launch on T-Mall in China.
- Developed international licensee brand launch campaigns for Brazil, India, Chile, Europe, UAE, Turkey and Australia.
- Innovated a culture-specific brand approach for events, campaigns, and brand messaging in international markets to foster the inclusion and diversity of the brands.
- Created and grew social media accounts for individual markets that prioritized differences in product buys, exclusive product, individual market needs, and cultures using the most current industry best practices.

SKILLS AND STRENGTHS

Creative Direction | Creative Development | Concept Development | Strategic Development | Brand Development & Elevation | Process Development | Critical Thinking, Design Thinking | Problem-solving | Marketing Strategies | Omni-channel Marketing | Presentation, Pitching, Rationale | Cross-Functional Partnerships | Team Management & Leadership | Collaboration | Effective Communication | Customer Centric Focus | Digital Asset Management | Multiple Project Management | Superior Attention to Detail | Agility | Design Quality | Tactical Execution | Digital, Print, Social Media | UX, UI | HTML, CSS | Industry Trends & Tools | On-figure & Product Photography | Production, Selects, Retouching | Prototyping, Wireframing | Color Theory | Typography, Layout | Motion Graphics, Illustration | Adobe Creative Cloud | Microsoft Office | InVision, Sketch, Figma | Digital Collaboration Tools | AI

EDUCATION

The Creative Circus | Atlanta, GA

Graphic Design & Art Direction

Teaching Assistant | Design Concepts
12 Center Ring Student Awards

Georgia State University | Atlanta, GA

AA Studio/Fine Art