

IRENE SHEMONY

SENIOR ART DIRECTOR

EXPERIENCE

2020-2023

SENIOR ART DIRECTOR (fully remote position)

ARTEZA

Social Media Manager Role

- Responsible for developing a photography style for the brands social media content. Which included product photography, Educational content, story & reels content.
- Directed a team of artists to create content that was engaging and showcased different art techniques and uses for Arteza's wide range of art supply product offerings.
- Ran and managed and art directed an entire social media team which included two direct reports, a photographer and photo stylist.
- Implemented and executed on a monthly basis the process the brand currently uses to plan out monthly content. This includes a photography shot list, and a monthly content blueprint across all social media platforms.

• Art Directed and shot Social media content which includes product photos, videos, and art projects to help supplement the brands content when our photo studio was eliminated.

• Directly responsible for the brands growth on Instagram by 30%+ followers

Senior Art Director Role

- Ran and managed and art directed a team of two designers. As well as art directed in-house photo and video shoots.
- Responsible for the art direction of all in-house creative from concept to final execution. This includes: all e-commerce creative, email creative, social media creative, photography and video production.

2016-2020

ART DIRECTOR Organic + paid social

CARTER'S INC., | OSHKOSH B'GOSH

- Owned the curation and overall brand experience of the content that got posted to both our paid and organic social media channels.
- Worked very closely with our in-house photo studio to generate and direct the photography and styling component in order to create compelling content.
- Directly responsible for the brands growth on Instagram by +60% followers year over year as well as growth in engagement rates and impressions reaching well over +200k.
- Managed a direct report who assisted me in creating paid media creative which had brought the company an increase in sales both online and retail.
- Responsible for crafting and concepting the look and feel for the brands seasonal campaigns and direct mail collateral. This includes logo lock-ups, graphic treatments, color palettes, font usage, and photo art direction.

EXPERIENCE

2011-2016

ART DIRECTOR, PRIVATE BRANDS

OFFICE DEPOT INC.,

- Responsible for the re-branding and development of Office Depot's eleven in-house private brands. This process consisted of everything from each individual brands identity, photography style, advertising across all channels, and visual merchandising. As a direct result, their private labels saw a growth in brand awareness and sales.
- Consistently won our department several GD USA American In-House Graphic Design Awards between 2013-2015.

SUMMARY OF QUALIFICATIONS

• Art Direction, ideation, and design for: brand development, social media strategy and asset creation, catalogs, print ads, look books, packaging, visual merchandising/in store signage, POP, POS, landing pages, media kits, trade show booths.

• Experience in planning, art directing, and styling on figure and product photo shoots. In addition to experience casting models.

• Highly conceptual team leader and team player. With the ability to communicate and direct ideas and concepts to be executed. Keen sense of color, layout, typography with an intuition for trend forecasting.

EDUCATION

2003

THE ART INSTITUTE OF FORT LAUDERDALE

Bachelor of Science, Graphic Design

2006

JIM DIVATLE & HELENE GLASSMAN

Digital Photography Course

SOFTWARE KNOWLEDGE

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Bridge, After Effects, Acrobat Pro, Keynote, PowerPoint, Microsoft office Suite, Google Office Workspace, Figma, Sprout Social

ACHIEVEMENTS

GD USA

American In-House Graphic Design Award Winner consecutively from 2013-2015

LANGUAGES

English, Portuguese, Spanish, Hebrew

CONTACT

+1.954.709.3122

irene.shemony@gmail.com

ireneshemony.com

