



elysia yeager | art director

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Proven leader with demonstrated skill in digital, traditional print and broadcast media as well as interactive and video production.

## PROFESSIONAL EXPERIENCE

### **FREELANCE HEAD OF DESIGN, 2013–PRESENT**

*KIMBELL ART MUSEUM*

Hired to develop, design and produce all pieces for the museum including, but not limited to: print and outdoor advertising, large scale display graphics, environmental signs, event invitations, brochures, direct mail, emails and other digital correspondence.

Suggested the use of file naming conventions, job number system and a content management system to better organize and archive all project files.

### **FREELANCE ASSOCIATE CREATIVE DIRECTOR, 2012-2013**

*MARY KAY*

Originally hired to lead the \$1.2 million strategic redesign of 40+ EU sales force materials including: shipping boxes, 40-60 page how-to guides, 10-20 page supplemental guides, product & how-to videos, DVD cases and order forms.

Due to outstanding creative and organizational skills was asked to design and produce first ever global Gift Guide and Holiday video as well manage the production of the quarterly magazine.

Dynamic, versatile art director offering superior strategic planning and conceptual skills along with outstanding organizational and project management expertise. Record of developing and deploying high-impact US and international campaigns. Polished production skills; history of effectively managing internal and outsourced talent. Excellent communication and interpersonal strengths among client decision-makers and internal teams alike; unparalleled work ethic.

### *~ Areas of Emphasis ~*

- Strategy, Concepts & Design
- Web Site & App Design
- Print & Broadcast Production
- Flash & Video Projects
- Client Relationships
- Branding & Quality Guidelines
- Cross-functional Teams
- Multidisciplinary Collaboration
- Team Building & Mentoring

**FREELANCE SENIOR ART DIRECTOR, 2010 to 2011**

DIGITAL DRAFT/FCB – NEW YORK, NY

Interfaced and collaborated with account team, project managers, information architects and developers to identify goals and conceptualize, develop and produce compelling results that addressed account/client needs.

*Selected Achievements:*

- Concepted and designed banner ads for various pharmaceuticals including PLAN B and NUCYNTA.
- Updated/redesigned existing websites for PLAN B, LIVALO and NUCYNTA.
- Concepted and designed iPad apps for sales reps.
- Designed interactive touch-screen timeline and quiz for sales convention.

**ART SUPERVISOR, 2007 to 2010**

GSW WORLDWIDE – NEW YORK, NY

Managed creatives and liaised with team, supervisors, vendors and strategic partners, ensuring accuracy, consistency and compliance with branding and campaign requirements. Planned and managed photo shoots; trained and mentored junior personnel. Coordinated across functions and resolved issues to meet budgetary and deadline requirements.

*Selected Achievements:*

- Hand-selected to provide expertise for 2 high-profile, high-demand product launches - MENVEO (NOVARTIS), TREDAPTIVE (MERCK).
- Created mailable digital detail aid containing small video screen for distribution to physicians as compelling, entertaining tool to support sales efforts.
- Planned and oversaw 3 art directors in creation of all theme-based collateral, including logo, t-shirts, stage decoration, banners, and Flash drink menus, meeting budgetary requirements for annual event and achieving completion within 2.5 weeks.
- Earned finalist ranking in prestigious Rx award show.

**ART DIRECTOR, 2006 to 2007**

DINOTO ADVERTISING – NEW YORK, NY

Provided leadership, organization and support while assigned to high-end EOS AIRLINES account. Collaborated with copywriters to initiate and develop concepts and craft mechanicals to individual domestic/international publications’ specifications. Managed freelancers and partnered with web designer and overseas vendors.

*Selected Achievements:*

- Diplomatically brought organization and direction to chaotic account.
- Conceptualized “Class One” idea in Eos account rebranding initiative.
- Provided high-quality work that was chosen most often for new-business pitches.
- Served as sole art director on Eos airlines account and produced/released 5+ national/international ads daily.

PROFESSIONAL EXPERIENCE, CONT.

**JUNIOR ART DIRECTOR/CREATIVE ASSISTANT 2003 TO 2005**  
**NEW BUSINESS COORDINATOR, 2001 TO 2003**

MCCANN ERICKSON – NEW YORK, NY

Partnered with copywriters to conceptualize and develop new advertising collateral; coordinated with traffic and production teams as well as directors, production companies and account/strategic teams. Provided expertise in casting, wardrobe, location selection and director/production company selection. Oversaw studio artists to ensure smooth workflow and compliance with ad specifications. Delivered presentations and provided expert problem resolution.

Managed communication among 7 interagency departments as well as external partners; directed multiple, tight-deadline, simultaneous projects. Coordinated schedules/pitch details with clients.

*Selected Achievements:*

- Created and produced TV spots and print ads for VERIZON’s “Can you hear me now?” campaign.
- Created and produced newspaper/banner ads, and print campaign for BUDGET RENT-A-CAR and EXPO MARKERS.
- Earned recognition through Truth Well Told Award, rewarding outstanding performance.
- Developed and implemented effective system to organize and manage accessibility for documents, reels, and individual pitch items.
- Demonstrated exceptional ability to organize and manage priorities, time, and tasks as well as successfully surmount crises.

EDUCATIONAL  
BACKGROUND

**Bachelor of Science in Advertising/Creative Sequence, 2000**

UNIVERSITY OF TEXAS, Austin, TX

**Professional Development**

Flash/ActionScript3, PRATT INSTITUTE, 2010

Advanced Graphic Design, SCHOOL OF VISUAL ARTS, 2006

TECHNICAL  
PROFICIENCY

**Environments:** Mac OS X

**Tools:** CS5/6 (InDesign, Photoshop, Illustrator), Quark XPress, Flash CS4, ActionScript 3, After Effects, iMovie, Acrobat, Word, PowerPoint