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hello!

education

Bachelor of Fine Art
Delta State University, Cleveland, MS
Major: Communication Art
Minor: Sculpture

Continuing Education:
Critical Thinking & Business Redesign,
Sustainable Business,
Dominican University

National Association of
Professional Women

specialties

Book Design
Collaboration
Critical Thinking
Curiosity Driven
Illustration
Location Scouting
Macro & Micro Approach
Pre-press & Production
Producer
Project Management
Team Building
Typography
Wine Direct
Wordpress

proficiencies

Photoshop	Excel
Illustrator	Word
InDesign	Powerpoint
After Effects	Office 365
Figma	Asana
Canva	MailChimp

interests



I've been fortunate to hold positions of art director, photo art director, graphic designer, project manager, and creative manager for in-house and agency print, digital, and video projects.

Having partnered with clients of every size, and whether the work be somber, tutorial, or quirky, I love connecting a brand's story to their audience in an authentic way.

Creative work should be based on strategy, and built through collaboration that solves the client's challenges. I'm happiest in an environment where everyone's talents thrive. I also work transparently and believe that great success happens when you help others succeed too.

experience

GRAPHIC DESIGNER, ADOBE ROAD WINERY/THE RACERS GROUP, 2023-2024

- Adobe Road Winery & Tasting Room - Concept and design various marketing assets, both print and digital, for sales team, websites, email campaigns, social media, packaging, and advertisements; support Tasting Room's weekly musical venue and special events.
- The Racers Group - Concept and design marketing material for the professional race team including promotional VIP race experiences, invitations, and interactive guides. Created assets for Instagram, and geo-targeted emails for events.

FREELANCE PHOTO & ART DIRECTOR+GRAPHIC DESIGNER, 2006-2019, 2020-2022

Highly-experienced, self-motivated creative who bridges the gap between business strategy and design as it relates to your customers by developing meaningful connections through photography, print, digital and video campaigns. Clients include Mervyn's, Rivendell Bicycle Works, Cost Plus World Market, Dell Computer Corp., Gump's, Saffron Marigold, and Scout Napa Valley.

ART DIRECTOR, WELDON OWEN INTERNATIONAL, CA 2019-2020

- Designed elegant, on brand, and marketable solutions for book covers, interiors, and front/back matter for cookbooks.
- Collaborated with authors, editors, photographers and illustrators for brand continuity; assigned best fit photo teams while remaining within budget.
- Maintain highest quality standards throughout pre-press and extensive color correction process.
- Book Contributions: Williams Sonoma *Everyday Healthy*, Instant Pot *Desserts*, *Barbie Bakes*, American Girl *Summer Treats*, *Master Chef Junior*, and *Downton Abbey Afternoon Tea Cookbook*.

ART DIRECTOR/GRAPHIC DESIGNER COST PLUS WORLD MARKET, CA 2006-2017

- Developed seasonal style guides to ensure a cohesive visual experience through all World Market's campaign's touchpoints: direct mail, social post, video, packaging, and website. Also produced in-depth photography style guide for use with print, web and video assets.
- Photo art directed images used for direct mail, ecommerce, print and digital advertisements, and in-store packaging.
- Designed direct-to-consumer print mailers and advertisements, and direct-to-business public relations product introduction catalogs.
- Concepted and art directed seasonal video campaigns, how-to videos and behind-the-scene social media posts for website, Instagram and Facebook.

PHOTO ART DIRECTOR, AMBROSI ADVERTISING DIVISION, CA 2004-2005

- Provided clear, concise and on-brand photo art direction for home goods and fashion photoshoots on locations and in studio for print and web advertising.
- Developed photo seasonal and annual style guides for in-house and freelance staff.
- Managed freelance teams of photographers, stylists, and assistants often while directing multiple sets at one time.
- Supervised transition of freelance support photo teams to new in-house photo studio.