

# Ashleigh O'Dea

Art Direction & Design



## Contact

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## Education

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### Fashion Institute Of Technology

Advertising Design, BFA, 2015

Creative Technology Minor, 2015

Communication Design, AAS, 2013

## Skills

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Adobe Creative Suite

Photoshop, After Effects, Illustrator, Lightroom

Creative Management & Mentoring

Art Direction

Photography Direction/Production

Video Direction/Production

Creative Brand Strategy

Conceptual Ideation for Campaigns

Digital & Social Media First Creative

Figma

Stop Motion Animation

Photo Retouching

Prop Styling

CGI Supervision

Facebook Creative Hub

Spark AR/VR Studio

Latte Art

## Work Experience

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### Code and Theory

Senior Art Director | May 2021–Present

- Art direction & design across web, mobile, social, email, and print
- Ideation on-brand campaigns
- Visual design and style guides for video content

*Clients: Adidas, Amazon Ads, etc.*

### Spark44

Associate Creative Director | November 2020–May 2021

Art Director | July 2019–November 2020

- Concept development and art direction for Jaguar and Land Rover including new vehicle launches, sales events, and campaigns
- Ideation across TVC, OOH, experiential, and digital with a focus on social
- Managed and mentored junior art, copy, and design teams
- Distributed tasks and projects and oversaw creative timelines for team
- Social Creative Department Lead, overseeing creative direction for all clients and deliverables
- Led all creative client presentations and cultivate relationships

*Clients: Jaguar and Land Rover North America*

### Socialfly

Art Director | October 2018–July 2019

- Communicated with account services to define project objectives, maintain deadlines, and create potential solutions to stay within budget
- Conceptualized & designed all social content
- Executed photo & video shoots for digital platforms
- Develop the brand tone of voice, brand messaging, & creative strategy
- Designed & led creative concepts for new business proposals

*Clients: Conair and Cityrow*

### Laundry Service

Jr Art Director | April 2017–September 2018

Graphic Designer | December 2016–April 2017

Jr Graphic Designer | October 2015–December 2016

- Conceived, planned, and executed monthly photography & video content
- Led designers, photographers, & video editors in final executions of projects
- Led creative vision for all photoshoots and worked closely with prop stylists, photographers, and videographers in both pre-production and on set
- Photo retouching and designing social content
- Presented all work to creative leadership and the client

*Clients: Michelob Ultra, Bud Light, Freixenet, Laura Mercier, and Kiss Cosmetics*