

CASEY MCVICKER

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SKILLS

Understand AI Capabilities | Collaborative Planning | Quality Assurance | Design Leadership | Sustainability Initiatives | Vendor Collaboration | Team Leadership and Development | Creative Strategy Development | Cross-functional Collaboration | Innovation and Experimentation | Client Relations | Brand Strategy & Development | Cross-Functional Collaboration | Marketing Campaign Management | Digital Marketing & Website Optimization | Project Management & SOP Improvement | Market Research & Product Development | Developing Creative Strategies | Creative Campaigns | Multimedia Expertise | Brand Development | Maintaining Brand Identity | Brand Storytelling | Collaboration & Communication | Digital Design | Brand Design | Visual Identity | Layout | Typography | Color | Basic Web Design Principles | Adobe Creative Suite | Photoshop | Illustrator | InDesign | Figma | Keynote | Google Slides | Google Docs | Team Management | Creative Problem Solving | Proactive Listening and Communication | Strategic Vision | Multitasking | Highly Organized | Mentoring Designers

WORK EXPERIENCE

ARMRA

SENIOR DIRECTOR OF CREATIVE

NEW YORK, NY

MAY 2023—CURRENT

- Develop and maintain the company's overall design strategy and vision, including brand identity, graphic elements and assets, product design, and customer experience. Managed the Design Director in support of the visual identity of the brand. Work hand and hand to ensure the visual identity is properly communicated and executed across all marketing and packaging channels.
- Creative leader for all brand campaigns, working closely with CEO and CMO, including but not limited to first ever TVC campaign, in addition to OOH, audio and experiential campaign creative vision.
- Management, development and growth of a creative department consisting of graphic designers, A.I. artists, art directors, copywriters, in-house video, external vendors, operations and production. Demonstrated leadership in maintaining workflow processes and building a supportive, collaborative team culture across the creative team - specific emphasis on identifying career goals and celebrating individual and team successes across the creative department.
- Creative lead across marketing and e-commerce for brand identity and art direction. Vision behind elevation of the brand visual identity utilizing traditional creative approaches and A.I. art, targeting consumer touchpoints across verticals. Created comprehensive GTM plan based on innovation insights and customer needs, tracking performance metrics for use in future campaigns and product launches. Utilization of consumer metrics to ideate creative content that drives revenue while pushing against traditional wellness brand tropes. Revenue - 2023 +670% over 2022. Single day sales totals - \$1.3M Black Friday 2023; \$1.7M Cyber Monday 2023.
- Creative lead on capitalization from top-of-funnel digital initiatives with 48-hour turnarounds - native, organic, brand website, email and SMS campaigns, paid banner ads. CTR up 26% WoW - 10.3% average revenue growth month over month from May 2023 - December 2023. Direct work with senior customer acquisition and retention teams on activation and upselling. Strong understanding of brand growth plan and contributor to consumer insights driving record revenue - Q2-Q4 2023.
- Leader of vendor cost reduction through in-house creative initiatives leading to 40% average vendor cost savings - May 2023 - December 2023.
- Primary brand vision collaborator with A.I. and C.G.I. artists to achieve campaign KPI milestones. Firm understanding of potential A.I. creative output challenges and solutions while working with A.I. creative technology leaders. Ability to balance the value additive elements of A.I. tech with the necessity of human creative input to ensure brand vision.
- Worked closely with Comms team (partnerships, PR, organic social & community), and key cross-functional partners (marketing, industrial design, retail, insights, and direct-to-consumer teams) to maintain a consistently high standard of creative output supporting the business teams and brand identity. Strong reputation for quickly understanding unique parameters of new tasks, defining problems and revealing creative solutions that exceed expectations.

R/GA/VENTURES

ASSOCIATE CREATIVE DIRECTOR (CONTRACTED)

NEW YORK, NY

JUNE 2022—AUGUST 2022

- Partnered directly with key stakeholders, including 6 founders, across unique verticals from emerging technologies like teledental, to brick and mortar businesses looking to expand
- Built and maintained strong relationships with venture partners and clients, understanding their challenges and objectives to provide creative solutions that drive business results
- Led the development of innovative creative strategies that align with the venture's goals, leveraging insights into market trends, technology, and consumer behavior
- Creative Visual Lead in charge of identifying areas for developing and implementing branding design from the strategy phase through to in-the-world rebranding assets based on founder insights and interviews about their businesses
- Responsible for developing customized branding solutions that support creative capital to drive growth
- Led a team designers, both junior and senior, to create cohesive and impactful designs for web, print and social, managing the creative process from start to finish
- Oversaw the design and execution of brands evolution, including websites, mobile apps, social media content, and interactive experiences, ensuring they meet R/GA's high standards of creativity and innovation

WALDENCAST BRANDS*ART DIRECTOR / BRAND DESIGNER***LONDON, UK***APRIL 2020—JULY 2022*

- Lead Art Director & Brand Designer for the Waldencast Brands incubator, collaborating directly with the founders and key stakeholders
- Creation and execution of multiple brand development from strategy phase through to new-to-the world products in a retail and D2C environment, developing, maintaining and evolving each brand vision and deliverables
- Directed all aspects of brand design, including logo, layout, typography, color, TOV and art direction
- Successfully executed creative direction for all digital and print communications including but not limited to: GTM toolkits, templates for packaging design and layout and ancillaries, website design/development, email marketing campaigns, social media content strategy/creation, event collateral, evolving each brand vision and deliverables to ensure that the company's message is clear, concise, and consistent across all channels
- Tracked consumer engagement and data across media channels and adjust our approach in conjunction with product development, marketing and operations/production to tell each brand's story honestly and beautifully to its intended audience, resulting in a 10.1% CVR for Glaze, currently #1 on Amazon US and UK
- Extensive experience managing junior team members, production designers and freelancers in realizing the vision for each brand
- Briefed, scripted, directed pre-pitch to post-production, ensuring each concept was brought to life in a meaningful way, collaborating with a variety of internal and external stakeholders, including founders, marketers, accounts teams, junior and senior designers
- Maintained strong relationships with outside vendors including but not limited to: production manufactures, printers, producers, casting agents, photographers, video directors and editors
- Art direction ideation and execution for ecom product photography to new launch campaigns for social, web and print
- Oversaw large-scale photo and video shoots in NY, London, Dubai and LA, working directly with photographers, photo assistants, models, wardrobe, HMU and set stylists on set
- Partnered with a other team leads to develop and launch the branding and advertising GTM and campaign strategy

IT COSMETICS*ART DIRECTOR / SENIOR VISUAL DESIGNER / SENIOR PACKAGING DESIGNER***JERSEY CITY, NJ***OCTOBER 2018—MARCH 2020*

- Drove large-scale initiatives, such as the newly established holiday program that launched 2020
- Proven expertise in creative leadership, innovative design solutions, and strategic brand development. Provided strategic creative direction across IT Cosmetics' branding, packaging, and visual design projects, ensuring cohesive brand messaging and aesthetics.
- Guided a small team of copy, branding and social designers through the ideation and researching of multiple directions and executions based on initial marketing directive
- Created a 360 vision of execution across all platforms; including packaging, social, visual merchandising and digital campaigns
- Worked within the scope of budgetary restraints and compliancy of printing limitations abroad, while working under tight deadlines to ensure artwork release to vendors in a timely manner
- Worked closely with marketing and product development teams to conceptualize and execute designs that effectively communicate the brand's value proposition and appeal to the target audience
- Crafted compelling visual narratives for product launches and marketing campaigns, leveraging a deep understanding of consumer psychology and market trends
- Collaborated with cross-functional teams to ensure projects are delivered on time, within budget, and exceed quality expectations
- Managed and mentored a team of designers, fostering a creative and collaborative environment that encourages innovation and professional growth. Continually researched and analyzed design trends, consumer preferences, and competitive landscape to inform creative strategies and keep the brand at the forefront of the beauty industry

KIEHL'S*SENIOR PACKAGING DESIGNER***NEW YORK, NY***OCTOBER 2015—OCTOBER 2018*

- Led the conceptualization, design, and execution of innovative packaging solutions for Kiehl's skincare products, ensuring alignment with the brand's aesthetic and sustainability values
- Oversaw the entire packaging design lifecycle, from initial concept through production, coordinating closely with cross-functional teams including marketing, product development, and supply chain
- Championed eco-friendly packaging initiatives, researching and implementing sustainable materials and processes that reduce environmental impact without compromising design quality. Led the design of an award-winning packaging concept for Kiehl's Ultra Facial Cream, recognized for its innovative use of recycled materials and user-friendly design
- Spearheaded a project that reduced packaging waste by 30% across the entire product line through the implementation of biodegradable materials and refillable containers, aligning with Kiehl's commitment to environmental responsibility
- Ensured all packaging designs reflected Kiehl's heritage and brand identity, maintaining consistency across product lines while introducing creative elements to engage consumers
- Collaborated with suppliers and vendors to ensure high-quality production outcomes, optimizing designs for manufacturability while staying within budget and timeline constraints
- Stayed abreast of industry trends and consumer preferences to inform design strategies, incorporating innovative packaging technologies and materials to enhance user experience
- Played a key role in a rebranding initiative that increased market share by 15%, creating packaging designs that resonated with a younger demographic while honoring Kiehl's heritage

CASEY MCVICKER BRAND STRATEGY & DESIGN STUDIO*CREATIVE DIRECTOR***NEW YORK, NY***2013—PRESENT*

- Led the development of brand identity and strategy for multiple clients across various industries
 - Collaborated with cross-functional teams including designers, developers, copywriters, and project managers to deliver high-quality brand identities that meet client needs and objectives. Managed design resources and ensured project milestones were met within budget and timeline constraints
 - Conducted client interviews and meetings to gather requirements, establish project timelines and deliverables, and provide design recommendations and solutions, as well as brand research and analysis to gain a deep understanding of client's target audience, competitive landscape, and industry trends
 - Developed brand guidelines, including logos, typography, color palettes, and imagery, to establish a cohesive and consistent brand identity across all channels. Created brand messaging and voice guidelines that effectively communicate the client's value proposition and differentiate them from competitors. Developed and maintained design standards, guidelines, and processes to ensure consistency and quality across all projects. Developed brand launch plans and strategies to effectively introduce the new brand identity to internal and external stakeholders
 - Provided ongoing brand support to clients, including monitoring and measuring brand performance, conducting brand audits, and making recommendations for brand improvement
 - Led website design and development projects from conception to launch for multiple clients across various industries
 - Conducted website usability testing and analyzed data to make data-driven design decisions and improvements. Stayed up-to-date with industry trends and best practices to incorporate the latest design and development techniques into projects
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EDUCATION**SCHOOL OF VISUAL ARTS****NEW YORK, NY***BFA/GRAPHIC DESIGN*

- Deans Honor List
- Teachers assistant for 3 years after graduation. Mentoring less experienced team members how to be better is part of what drives me, and creates a stronger organization.