

# Barb Swartz

## OBJECTIVE

Extensively experienced, highly motivated, innovative, and successful designer seeking an employer who values exceptional talent in these areas. Efficient and quick learner, as well as up to date on technology and trends. Competent managing multiple projects, including various budgets, deadlines, as well as interacting with multiple teams to accomplish strategic goals. Expertise includes talent and skills in print, digital, email, social media, and web design best practices. Proven to comprehend the "big picture", as well as think and envision strategically. Skills include strong verbal and writing capabilities.

## EDUCATION

Miami University, Oxford, OH  
Bachelor of Fine Arts

**Major:** Advertising Graphics

**Minor:** Photography

High proficiency with Adobe InDesign, Photoshop, Illustrator, and InDesign

Working knowledge of Google Web Designer, After Effects, Powerpoint, Ceros

Extensive experience in both Mac and PC environments.

## CONNECT

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## Digital Designer/Art Director

## CAREER TO DATE

**Food Lion/Ahold Delhaize** Salisbury, NC  
**Digital Design Specialist**

Responsible for concept creation, development and production of digital marketing assets for Food Lion Brand. This includes homepages, website banners, emails, social media, display ads, motion graphics and any other digital assets required. Experienced in coordinating initiatives involving many facets and deliverables, and ensuring that the message is consistent and representative of the brand, often at a fast pace. Experienced juggling multiple projects and prioritizing needs. Experienced coordinating with other team members including copywriters, print designers and project managers.

**TTI Industries** Charlotte, NC  
**Contract Digital Designer**

Responsible for content creation, development and production of digital marketing assets for Hoover, Oreck and Dirt Devil brands. This includes weekly promotional emails, website banners, social media images, and digital assets for outside retailers such as Amazon and Target.

**Extended Stay America Hotels** Charlotte, NC  
**Creative Services Senior Designer**

Responsible for concept creation, development and production of digital marketing assets for both B2B and B2C customers, including weekly promotional emails, landing pages, social media images and gifs. Projects included:

Concept to production of weekly emails including creation of art, photography selection, image retouching, animation, file creation and preparation of final art to developers.

Project coordinator/designer for collaboration between Extended Stay America and Cherry Hill Properties, placing over 600 Santas into our hotels for the holidays, as well as designing all digital communications for the program.

Working directly with Vice President of Brand Communications and the Vice President of Digital and e-Commerce to create campaigns that meet company objectives and financial goals.

Creating large scale presentations for annual investor meeting, which involved taking financial information and creating clear and understandable charts and graphs.

Researching and developing competitive review of the hotel industry to present to Leadership.

CAREER TO DATE (Continued next page)

## Digital Designer/Art Director

### CAREER TO DATE (Continued)

**Ingersoll Rand** Charlotte, NC  
**Contract Graphic Designer**

Redesigned and produced entire line of printed sales materials for Material Handling division of the company. Acted as project manager, including working with team members nationally and globally. Initially hired for 2-week project; contract extended to 18 months.

**Design One** Columbus, OH & Charlotte, NC  
**Owner, Creative Director**

Responsible for all creative, design, production, marketing and client service for my own freelance design company for over 25 years. Specializing in logos, corporate identity packages, annual reports, brochures, ads and corporate newsletters. Concept through production for clients and projects with varying needs and deadlines. Coordinated all aspects of printing, including getting bids, preparing artwork and press checking. Hired freelance artists and writers as needed.

**Wendy's International** Columbus, OH  
**Art Director**

Created all advertising materials for national Wendy's account, including POP, newspaper ads, in-store signage, direct mail, outdoor boards. Art directed illustration, food photography and styling. Conceived and implemented scripting, casting and art direction of Wendy's KidsMeal TV shoots. Hired and supervised staff and freelance artists. Coordinated jobs with outside suppliers, image setters and copywriters.