

# deborah norman

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## **Lipman Advertising / Dotbox Digital / Kraftworks**

### **Freelance Creative Director** [02.12 - present]

Provide branding and marketing direction for agency clients — including digital, social media, video, print advertising, sales directives and point-of-sale initiatives. **Primary clients include: Project Gravitass, Ralph Lauren, Saks Fifth Ave, Vita Coco.**

- > Oversee large cross-channel and international marketing projects to ensure all work is on strategy and delivered within time lines and budget
- > Partner with external agencies, writers, motion and UX designers, account managers and clients on creative concepts and executions.
- > Adapt best-practice marketing tactics throughout a variety of physical and digital touchpoints (SEO and CRM)
- > Manage client expectations and team of art directors/writers

## **Armani Exchange**

### **Associate Creative Director, Marketing** [02.11 - 01.12]

Develop and lead brand advertising across multiple platforms – interactive, print, tv and in store for domestic and international markets.

- > Partner with ad agencies, chief creative officer and sales team to develop creative that furthers the brand's integrity
- > Develop on-brand marketing initiatives that balance the needs of both art and commerce - ultimately driving not only brand awareness but sales as well
- > Lead art direction for print, online and in store initiatives
- > Manage a team of full-time print and web art directors, designers and freelancers

## **Grey London**

### **Art Director** [07.08 - 02.11]

Concept and direct print, tv and digital campaigns for agency's luxury accounts. **Primary clients include: HUGO BOSS, Procter & Gamble, Pantene.**

- > Concept, art direct and design campaigns which meet clients' briefs
- > Direct photoshoots and source appropriate photographers/illustrators/stylists
- > Participate and present in pitches/client meetings
- > Provide wide variety of 360 ideas to support each campaign
- > Provide guidance/lead junior designers/freelancers on pitches and projects

## **Net-a-Porter.com**

### **Editorial Art Director** [07.06 - 07.08]

Direct and design interactive content, oversee magazine's photoshoots, manage junior designers/freelancers and maintain budgets.

- > Concept and direct editorial photoshoots; source appropriate photographers and stylists for both print and online usage
- > Work with marketing team to develop strategies, new creative and budgets for future advertising campaigns-both online and off
- > Manage a team of junior web designers and commission freelancers approve wireframes / layouts before going live

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## **Bloomingdale's**

### **Associate Art Director** [01.03 - 07.06]

Concept and design advertising and marketing materials for the beauty and accessories, women's and men's divisions.

- > Responsible for design of print advertising, direct mail, and in-store displays
- > Work with other art directors/photographers on photoshoots
- > Develop strategies, new creative and budgets for future campaigns
- > Manage a team of junior designers and commission freelancers

## **Brandonology/Lorelli Agencies**

### **Freelance Designer** [7.01 - 01.03]

Provide creative direction and design for agency's clients with emphasis on branding. Firm's work consists mainly of package design for fragrance/cosmetic products.

- > Responsible for concept and development of luxury goods packaging which meet clients' expectations
- > Participate and present in pitches/client meetings
- > Work with art directors and creative directors to ensure brand consistency across all media

## **Interface Magazine**

### **Designer** [07.96 - 12.97]

Coordinated with print and online Art Directors to produce monthly magazine and web site materials. Created in-house and client promotional collateral.

- > Design lead editorial stories and monthly columns
- > Responsible for creation of magazine spreads/client ads
- > Visual maintenance of corporate web site

## **Education**

**School of Visual Arts** New York, New York  
Graphic Design and New Media Concentration

**Maine College of Art** Portland, Maine  
Graphic Design and New Media Concentration

### **University of Central Florida**

Bachelor's Degree in Communications,  
minor in Business Administration

## **Skills**

Adobe CS6 – Photoshop, Indesign, Illustrator, Flash, Dreamweaver, AfterEffects, Fireworks. MS Office suite – Word, Excel, Powerpoint. Understanding of html 5, CSS, javascript, actionscripting 3.0.