ANFERNEÉ PETTIS

RESUME

EXPERIENCED ART DIRECTOR **BRANDING** **MARKETING** **VISUAL DESIGN**

SUMMARY

Art Director with 7+ years of experience in creative strategy, concept development, brand identity, integrated campaigns, and visual storytelling across advertising, fashion, technology, nonprofit, and consumer brands. Experienced in developing creative across digital, social, print, OOH, and e-commerce, with a strong focus on culturally relevant ideas, brand storytelling, and scalable visual systems. Skilled in leveraging AI tools throughout the creative process to explore concepts, develop visual directions, accelerate ideation, and enhance creative production while maintaining strong art direction and brand consistency. Experienced collaborating with cross-functional teams, designers, copywriters, strategists, and production partners to bring ideas from concept through execution.

WORK

FREELANCE **BRAND + GRAPHIC DESIGNER** **REMOTE** **2017 - CURRENT**

- Develop brand identities, visual systems, campaigns, packaging, digital assets, and marketing materials across fashion, technology, nonprofit, and entrepreneurial clients.
- Lead projects from creative strategy and concept development through art direction, design, and production.
- Use AI-assisted workflows, generative AI, and AI image generation for ideation, moodboarding, visual exploration, and creative prototyping.
- Collaborate directly with clients to define brand positioning, visual tone, and creative direction.

THE DESIGNER DREAM **OWNER** **CHI** **2019 - CURRENT**

- Built and scaled a luxury-meets-vintage fashion brand with a focus on storytelling and cultural relevance.
- Managed everything from creative direction and collection design to branding and visual merchandising.
- Directed editorial shoots, lookbooks, and seasonal campaigns, merging fine arts with fashion innovation.

FCB CHICAGO **ART DIRECTOR** **CHI** **2023 - 2024**

- Directed integrated campaigns across digital, social, print, and e-commerce, translating strategy into compelling visual concepts and executions.
- Led multidisciplinary teams of designers, illustrators, copywriters, strategists, and production partners.
- Used AI-assisted creative tools and generative AI to explore concepts, visual territories, imagery, and campaign directions.
- Developed creative presentations, moodboards, storyboards, and visual systems from brief through production.
- Contributed to pitches, campaign ideation, and creative development for Fortune 500 clients.

FLUENT360 **ART DIRECTOR** **CHI** **2021 - 2023**

- Led culturally relevant integrated campaigns across broadcast, digital, social, and out-of-home channels.
- Developed creative concepts and visual storytelling approaches informed by strategic insights, cultural trends, and audience behavior.
- Facilitated creative brainstorms and partnered with strategy, account, and production teams to align creative solutions with business objectives.
- Directed visual development across campaign concepts, presentations, layouts, imagery, and supporting marketing materials.

CORE SKILLS

Art Direction · Creative Direction · Creative Strategy · Concept Development · Integrated Campaigns · Brand Strategy · Brand Identity · Visual Storytelling · Campaign Design · Visual Systems · Creative Ideation · AI-Assisted Creative Development · Photography Direction · Styling · Typography · Digital Design · Social Media · Print · OOH · E-Commerce · Storyboarding · Client Presentation · Creative Leadership · Cross-Functional Collaboration · Team Mentorship · Adobe Creative Suite

EDUCATION

MORAINE VALLEY COLLEGE **FINE ARTS** AA
COLUMBIA COLLEGE CHICAGO **FASHION DESIGN/DESIGN** BFA

WEB dreamgalleryroom.com
EMAIL ap@dreamgalleryroom.com
LINKEDIN Anfernee Pettis