

ANFERNEÉ PETTIS

RESUME

EXPERIENCED ART DIRECTOR | BRANDING | MARKETING | VISUAL DESIGN

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SUMMARY

I'm a multidisciplinary creative with a lifelong passion for storytelling through design. With roots in fine arts and a career shaped by hands-on brand building. I specialize in creating identities that don't just look good, they feel right. From concept to execution, I lead with strategy, craft with purpose, and always aim to make work that resonates on a human level.

Over the years, I've helped shape campaigns that connect, disrupt, and endure. Whether it's launching new brands from scratch or evolving legacy identities, I bring a sharp eye, a collaborative spirit, and a deep love for ideas that make people feel something.

WORK

FCB CHICAGO	ART DIRECTOR	CHI	2023 - 2024
- Directed creative campaigns across print, digital, and social, aligning visuals with brand strategy and client objectives. - Led multidisciplinary teams of designers, illustrators, and copywriters to develop cohesive brand stories. - Oversaw design quality and consistency across deliverables. Provided creative feedback and mentorship to junior team members. - Contributed to pitches, deck building, and campaign ideation for Fortune 500 clients.			
FLUENT360	ART DIRECTOR	CHI	2021 - 2023
- Led culturally relevant campaigns targeting diverse markets across broadcast, digital, and OOH channels. - Facilitated creative brainstorming sessions and partnered with strategy teams to align messaging with business goals. - Applied industry trend insights to ensure concepts remained innovative and competitive in market.			
FREELANCE	BRAND + GRAPHIC DESIGNER	REMOTE	2017 - CURRENT
- Developed full visual identities and brand systems for startups and small businesses in fashion, non-profits, and tech. - Led creative direction across logo design, packaging, web assets, and marketing collateral. - Collaborated directly with clients to define brand narratives and visual tone.			
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.			

CORE SKILLS

- Adobe Creative Suite
- Art Direction + Visual Design
- Brand Identity Development
- Photography + Styling
- Typography + Layout Design
- Creative Strategy + Ideation
- Creative Concepting + Storyboarding
- Client Collaboration & Presentation
- Integrated Campaigns (Print, Digital, Social)

EDUCATION

MORAIN VALLEY COLLEGE
COLUMBIA COLLEGE CHICAGO

FINE ARTS AA
FASHION DESIGN/DESIGN BFA

CLIENTS

Army | AARP | Pfizer | Gain | Jack Daniels | Cottonelle | Terminix |
Hard Work Pays Off | Mastercard | Nissan | Infinity | Storybridge |
Maker's Mark | McDonald's | Kohl's | Capital One | BCBS | Sodexo |
Dramamine | Barilla | Hidden Valley Ranch | TastyTrade | Elevation