

Lori McFadden

CREATIVE DIRECTION | ART DIRECTION | DESIGN

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CREATIVE EXPERTISE

- Comprehensive knowledge of integrated marketing in print, digital, and social media
 - Excels at collaboration with senior management and fellow creatives
 - Extensive photo shoot experience on location and in studio, including schedules, budgets, casting, editing, art direction and production
- Fluent in Adobe InDesign, Photoshop, Illustrator. Understanding of UX, HTML, CSS, responsive design
- Managing art directors, web designers, photographers, copywriters, print production, schedules and budgets

CONSULTING since Aug '05 for a diverse mix of brands, agencies and editorial clients, including:

- Amazon • Auto Anything • Brighton Collectibles • Chadwicks • Coast Magazine
- Cotton & Company • Eddie Bauer • Firebrand Media, Inc. • Franchise Services • Freedom Communications
- J.Schmid • Kitchen Table PR • Kohl's • Laguna Dance Festival
- MHP Structural Engineers • MultiChannelMerchant • MyHabit.com • Norm Thompson
- OC Marathon • OKreach.com • Orchard Brands
- Qualcomm • Reitman's • Saint Margaret's Episcopal School • SidePlate Systems, Inc.
- Stein Mart • Territory Ahead • Tommy Bahama • TravelSmith • Yankee Candle

MANAGEMENT EXPERIENCE

CREATIVE DIRECTOR. ALFRED ANGELO BRIDAL Delray Beach, FL. May '14-July '15.

- Created in-house DAM system, improving client access and saving \$60,000 annually
- Coordinated schedules, budgets and talent, art directed all photography • Optimized photo shoot production to reduce costs by 20%
- Established differentiation between four designer collections to increase market share
- Expanded wholesale catalog program and trade show support for clients in US, UK, EU, Canada, Australia and New Zealand
 - Maximized digital and social media performance to support 63 Signature Stores
 - Improved website design for better user experience, increased registration by 7%

CREATIVE DIRECTOR. DRAPER'S & DAMON'S Irvine, CA. Apr '04-Aug '05.

- Introduced consistent branding for all eCommerce, catalog, retail, and corporate communications
 - Developed signing program for new and existing retail store designs
 - Directed all fashion and product photography on location and in studio

SENIOR DIRECTOR OF CREATIVE MARKETING. RETAIL BRAND ALLIANCE Enfield, CT. Aug '00-Jan '04.

- Produced all direct mail, window and POP visuals, packaging, and national advertising for over 1000 Casual Corner Group stores
- Generated corporate materials for Retail Brand Alliance and collateral for Adrienne Vittadini
 - Reduced costs by negotiating printing, paper, media and photography costs
 - Managed department of 15, total marketing budget in excess of \$10 million annually

SENIOR ART DIRECTOR. TALBOTS Hingham, MA. June '95—Aug 2000.

- Directed agencies and three staff art directors from concept through production, including approval of color separation
- Responsible for researching and selecting locations and photography crews, photo art direction on location and in studio
- Developed competitive analysis by book and by season • Produced retail promotions for Talbots Woman and Accessories & Shoes
 - Launched Talbots Woman catalog and stores

EDUCATION

BFA. MOORE COLLEGE OF ART & DESIGN Philadelphia, PA. Advertising, Fashion Illustration, Photography, Typography

SEATTLE SCHOOL OF VISUAL CONCEPTS Digital Design and Illustration

ADOBE, MOGO MEDIA, LYNDA.COM continuing exploration of UX, UI, Photoshop, Illustrator, HTML

Portfolio available at lorimcfadden.com

Art directed fashion stills & video

Created coffee table book on charm jewelry

Digital & print design for real estate ad agency

Concepted spring retail promotions

Produced photo shoots on location

Reduced photography budget by 40%

Awarded Best Magazine Ad at 2015 Paris Bridal Fair

Doubled response rate of direct mail