

# 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](http://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