

angela ayres

tel 425.269.8952

email angela@ayresdesign.com

url <http://ayresdesign.myportfolio.com>

education

2001 Bachelor of Fine Arts
Photography
University of Washington / Seattle, WA

skills

Technical Proficiency

Mac OS and Windows platform.
Adobe CC, Scene 7, Active
Merchandise and MS Office suite.

Digital Imaging

High-touch digital image
manipulation and optimization,
color correction.

Interactive Programming

HTML and understanding of how
comps translate to code. Experience
with CSS and Action Script.

experience

2014-2016 Design Manager
zulily / Seattle, WA

Created innovative, responsive and mobile-friendly design solutions. Orchestrated a campaign theming plan for storefront, daily events, email and ads, coordinated a timeline across marketing, editorial and tech. Worked with the marketing team leadership to inform successful performance by feeding back metrics into the creative process. Managed and cultivated a team of highly-valued, top performers. Developed process and infrastructure such as marketing creative brief, seasonal style guides, brand guidelines, graphics glossary and email design best practices.

2013-2014 Senior Art Director
Julep Beauty / Seattle, WA

Transformed caliber of creative by driving initiatives to ensure better coordinated campaigns. Distilled photographic look and feel across campaigns. Spearheaded infrastructure reform. Developed and managed goals for direct reports, including achievements and areas for growth.

2012-2013 Lead Designer, Jewelry and Watches
Amazon Fashion / Seattle, WA

Elevated the look and feel of the jewelry and watches categories in collaboration with editorial merchandising and tech teams. Owned the design direction and provided focused feedback to designers. Managed and approved final image selections at the photo studio. Drove the creation and implementation of seasonal style guides, ensured efficient cross-site application and offsite promotional usage.

2011-2012 Lead Designer, Visual Experience Design
Amazon / Seattle, WA

Developed and committed concepts and explorations for graphic placements requiring a high-level of design, typography and digital manipulation. Managed creative requests and team workflow. Responsible for hiring, training, and managing a team of designers in support of over 50 categories. Acted as liaison between departments.

2011 Graphic Designer
Blue Nile / Seattle, WA

Designed advertisements and marketing collateral for website, mobile and social media - including emails, banner ads, landing pages, splash pages. Created new email templates. Worked with photographer and stylist to achieve exceptional hero images.

2006-2011 Senior Designer
drugstore.com and Beauty.com / Bellevue, WA

Created trend-based content for e-commerce site, email, affiliate channels and printed marketing materials. Worked closely with photographers, writers, producers and clients to bring to life and strengthen the Beauty.com brand. Directed and approved creative strategies and execution of all Beauty.com work. Ensured project delivery, priority and managed Beauty.com creative requests and workload.