

BRITTA WICHARY

Art Director & Designer

A visionary Art Director with over 10 years of experience crafting compelling visuals for luxury brands in hospitality, lifestyle, fashion, beauty. A fusion of seasoned expertise and a youthful perspective create a profound understanding of ever-changing digital and social landscapes. Actively looking for a challenging, inspiring role that combines my evolving skillset with company resources to redefine visual communication in today's society.

Academics

Master of Art – Creative Direction for Fashion Media

Condé Nast College for Fashion & Design – London, England

Short Course – Creative Direction

Condé Nast College for Fashion & Design – London, England

Bachelor of Fine Art – Graphic Design

Texas Christian University – Texas, USA

College Summer Intensive – Graphic Design

Kansas City Art Institute – Kansas, USA

Experience

Associate Art Director at ILONA Creative Studio

July 2023 – Present International

- Developed brand identities for luxury hospitality developments.
- Managed projects from start to finish, from Vision of Experience, to Brand Design, to Lifestyle Photoshoot Direction.
- Notable clients include: ARMANI / CASA, Related Group, Ritz-Carlton Hotel & Residences, La Concha Puerto Rico.

Creative Director, Designer, Photographer – Freelance

August 2013 – Present International

- Creative Director and Brand Designer for brands in lifestyle, fashion, wellness, real estate, and interior design.
- Photographer for independent fashion/beauty publications, Condé Nast students, and London Fashion Week designers.
- Majority of clients are US-based DTC companies in need of branding, identity design, photography direction, web design, social content, and various marketing collateral.

Condé Nast Event Assistant – Condé Nast

November 2021 – September 2022 London, England

- Organized guest experience at GLAMOUR Beauty Weekender and VOGUE 5 Days of Beauty.
- Coordinated celebrity keynote rooms and entrance pop-ups, maximizing exposure and product sales for brand partnerships.

Contract Creative at Twin Studio

May 2022 – July 2022 London, England

- Provided branding design, visual research, market research, and photoshoot concepting intended for brand elevation.
- Clients included a variety of London-based global fashion brands, mostly with sustainable business models.
- Note: Twin Studio client work is confidential.

Art Director at 3Q Digital

January 2021 – September 2021 California, USA

- Produced performance-based digital advertising concepts (Included Globalization and A/B testing) for a top-priority client: a global social media company.
- Generated over 1 Billion unique impressions from one campaign
- Directed a production design team and motion designers.
- Developed on-boarding process for new creatives.
- Managed project budgets ranging between \$5k and \$1.25M
- Key Responsibilities: Storyboarding, Pitching, Talent Casting, Content Sourcing, Pre-Production, Wardrobe Styling, On-Set Direction, Post-Production, and Digital Advertising Design.

Graphic Designer at Compass Real Estate

April 2019 – December 2020 California, USA

- Created branding packages, art direction, and custom advertising for the Bay Area's highest performing real estate agents and luxury properties up to \$160 Million.
- Created style guides, scheduling, and shot lists for agent lifestyle photoshoots with additional on-shoot support. Acted as creative liaison between the client, brokerage, and photographer.

Creative Apprentice at LESS + MORE

May 2018 – August 2018 California, USA

- Developed, pitched, and sold luxury restaurant branding projects from naming to creative delivery.
- Completed over \$80,000 of branding contracts.
- Prepared 9 months of agency social media content.

Additional Creative Internships

May 2013 – September 2017 California, USA

- Creative Intern – PAVLOV Advertising Agency
- Design Intern – Royalie Boutique, LLC
- Photography Assistant – Studio M La Jolla
- Creative Intern and Content Creator – Style Your Life LLC

PLEASE SEE NEXT PAGE

BRITTA WICHARY

Art Director & Designer

A visionary Art Director with over 10 years of experience crafting compelling visuals for luxury brands in hospitality, lifestyle, fashion, beauty. A fusion of seasoned expertise and a youthful perspective create a profound understanding of ever-changing digital and social landscapes. Actively looking for a challenging, inspiring role that combines my evolving skillset with company resources to redefine visual communication in today's society.

Professional Skills & Proficiencies

Digital & Social Media Culture Awareness
Concept Development & Pitching
Brand Identity Development
Creative Strategy
Layout Design (Publication, Print Media, Digital Media, Web)
Photoshoot Planning & Production (including video)
Storyboarding & Visual Storytelling
Vendor Scouting / Team Development
Talent Casting
Wardrobe & Prop Styling

Technical Proficiencies

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe XD
Figma
Sketch
Adobe AfterEffects
Adobe Premiere Pro
Canva
GSuite

Awards & Honours

Silver Award: 2020 Design Annual

Graphis International

Silver Award: 2019 New Talent Annual

Graphis International

Merit Award: 2018 New Talent Annual

Graphis International

Silver Award: 2019 American Advertising Award

American Advertising Federation

Bronze Award: 2018 American Advertising Award

American Advertising Federation

Condé Nast College

London, England

- 2022 Recipient of the Jonathan Newhouse Award for Outstanding Academic Achievement
- Graduated with Distinction

Texas Christian University

Texas, USA

- 2018 Nordan Fine Arts Scholar
- Dean's List Student
- Graduated Magna Cum Laude

Personality Traits & Strengths

A trained public speaker
A natural leader
A problem solver
A quick learner for new programs and processes
A known tastemaker
Invested in trends, media, and digital culture
Adaptable (especially to the evolution of culture)
Personal interest in beauty, fashion, travel
Personal interest in luxury brands

Resilient
Tenacious
Collaborative
Confident
Charismatic & Personable
Career-focused
ENFJ / Protagonist Personality Type

REFERENCES AVAILABLE UPON REQUEST
