


AMY BURGOYNE

ART DIRECTOR + DESIGNER

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SUMMARY

With over 12 years of experience in product development and design, I specialize in building brands and creating effective brand messaging for both print and digital media that drives consumer interest, increases profitability and beautifully tells your story.

SKILLS

+ TECHNICAL

- Advanced Photo Editing and Retouching
- Print and Digital Design
- Adobe CC Suite — *Photoshop, Illustrator, InDesign*
- Microsoft Office — *Excel, Word, PowerPoint, Teams*
- Google Drive Management
- Shopify
- Social Platforms

+ PROFESSIONAL

- Clothing Design + Production
- Supply Chain Management
- Factory Sourcing and Management with both Overseas + Domestic Manufacturers
- Holistic Brand Development and Positioning
- 11+ years Photoshoot Production Management
- 11+ years On-Set Art Direction
- Casting
- 10+ Managing In-House and OOH Employees/Contractors

EDUCATION

+ BA, GRAPHIC DESIGN

Southern New Hampshire University
4.0 GPA + Dean's List (Every Term)
Feb 2023 - May 2024

+ AA, FASHION DESIGN AND MERCHANDISING

Academy of Art University
Sept 2009 - May 2014

PROFESSIONAL EXPERIENCE

BRAND DEVELOPMENT + DESIGN

Consultant | 2023

I create dynamic, inviting and holistic brand experiences through client discovery, data research, design, asset creation and collaborative revision.

- Overseas manufacturing sourcing and development (apparel).
- Design comprehensive brand creative suites — font selection, brand colors, usage guidelines etc.
- Write creative and technical copy.
- Develop brand and market positioning strategies.
- Create assets for both digital and print — pitch decks, packaging design, letterhead, catalogs, websites, social profiles etc.

DIRECTOR OF BRAND DEVELOPMENT + ART DIRECTOR

WVN. | 2013 - 2022

I was responsible for the complete look and feel of the brand. By crafting an elevated BTB and DTC brand experience, we were able to establish large partnerships and gain multi-million dollar accounts.

- Created cohesive brand identity through art direction, brand direction and visual brand collateral.
- Created consistent identity through printed collateral including but not limited to packaging, direct marketing materials (retail flyers, mailers, etc), wholesale linesheets, wholesale catalogs, hangtags, garment labels, create new secondary brand identities (WVN For You, Synergy Essentials, EcoLuxe, etc).
- Maintained consistent brand identity across in store, online, print and email marketing channels.
- Created targeted content and branding for major accounts such as **Madewell, Whole Foods Market and REI**.
- Responsible for Art Direction, Production and Management of all photoshoots, photography and video (used for wholesale, retail and websales branding/sales) used across all brands.
- Responsible for budgeting, hiring, casting, on set direction and all post-production for all photoshoots.
- Rebranded all visual, inward and outward facing, digital and print identity of Synergy Organic Clothing to WVN. (2019-2021).
- Designed all graphic elements, both print and digital for all brands — print and digital catalog layout, tags and garment labels, packaging, linesheets, websites, social assets, pitch decks, ppt presentations, photo retouching, video editing etc.

ASSISTANT DESIGNER + ART DIRECTOR

DownEast Outfitters | 2010 - 2013

Simultaneously working in Product Development and Photoshoot Production allowed me to gain valuable end-to-end industry experience. Understanding all aspects of the apparel industry has helped me to see both the big picture and the important details throughout the design process.

- Worked with Lead Designer to develop seasonal collections for DownEast Basics (main label), DownEast Swim, DownEast Girl, Modbe Clothing (secondary label) and BellaBird (private label for Walmart).
- Maintained samples as well as daily communication with overseas factories.
- Color matched lab dips.
- Created tech packs for all styles.
- Standardized sizing for all brands.
- Produced all studio and lifestyle photoshoots.