

WORK EXPERIENCE

Educational Insights

DESIGN MANAGER (ART DIRECTOR)

January 2020 to Present

SENIOR DESIGNER

July 2017 to December 2019

Art Direction:

- Produce, cast, and art direct all lifestyle photoshoots
- Storyboard product videos and commercials
- Help with casting, styling, and set design of lifestyle commercials
- Art direct internal and external animations and videos
- Art direct and manage outside vendors from production artists, illustrators, UX/UI designers, photographers, stylists, models, and video production teams

Design:

- Created several line looks and logos for packaging and games
- Art direct creative team on print design including packaging and OOH
- Spearheaded use of video and animation by creating stop animation product videos and teaching the creative team how to replicate the process
- Design and template various digital assets from ads, emails, landing pages, and social media assets
- Partner with Creative Director and Design Manager to oversee event design.
- Art direct and manage design of digital marketing materials from social, email, blog, pinterest, landing pages, and Amazon content

Campaign:

- Brainstorm concepts, develop concepts, contribute to copy, and create styleguides
- Sketch concepts and storyboards when applicable
- Partner with marketing to implement 360 campaigns and ensure messaging and design is consistent across all platforms including email, landing pages, social assets, animation, online ads, events and printed materials

UX/UI:

- Research competitors sites and user journeys to determine opportunities for improvement in company website
- Created, tested and implemented a card sort for users in order to gain insights on areas for improved navigation
- Parsed data and made recommendations to marketing for new sitemap
- Design and/or art directed UX team to improve interface for landing pages, Amazon A Plus Pages, emails, and online campaigns

Management:

- Lead team meetings and review incoming creative requests from Sales, OEM, Marketing, PD, Amazon team, and more
- Grow team through hiring, onboarding, training and mentoring
- Guide team in prioritization, goal setting, and professional development
- Mentor and art direct designers on print and digital assets
- Ensure projects are delivered on time and within budget
- Plan team building activities, both in person and remote, to maintain team connection
- Maintain and update project management templates
- Manage photo studio and train all creative team members on proper use of equipment.

LIESL KADILE

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WORK EXPERIENCE

iRecon Marketing

ASSOCIATE CREATIVE DIRECTOR - AGENCY

September 2016 to July 2017

BRANDS INCLUDED:

310 Nutrition
310 Gym
Kashmere Collections
Beachwood Essentials
Wine-Out
Purely
POSHBOX

WORK EXPERIENCE

MAB Digital Marketing

FREELANCE UX/UI LEAD & GRAPHIC DESIGNER - AGENCY

July 2016 to September 2016

BRANDS INCLUDED:

Black Entertainment
Regenix
Goodwill
UFC Gym

Art Direction:

- Produce, cast, and art direct all product and lifestyle photoshoots and videos
- Partner with creative team to storyboard all videos
- Help with casting, styling, and set design of all photography and video

Design:

- Lead packaging designer for all brands
- Lead email/digital designer for all brands
- Branded several product lines including Beachwood Essentials, Wine-Out, PoshBox, Purely, Wipe-Out, Fresh de Loo and more

Campaign & Copy:

- Wrote several blog articles for various brands
- Develop taglines for various brands
- Participate in brainstorming to develop concept and copy for various campaigns
- Sketch concepts and storyboards when applicable
- Partner with marketing to implement 360 campaigns and ensure messaging and design is consistent across all digital and print platforms

Photography:

- Photograph various products in studio and on location
- Photograph lifestyle images with models on location
- Retouch and deliver approved assets

Management:

- Mentor and art direct junior designers on products from packaging, landing pages, digital assets, logo design and more
- Ensure projects are delivered on time and within budget

UX/UI:

- Designed landing pages and front end web ensuring best practice for conversion
- Manage feedback/art direction to dev team/coding team
- Coded and tested emails using both HTML5, CSS, and MailChimp
- Help to sort through highly complicated back end system for subscription hair company which guided salespersons through the process of determining product for autoship as well as timing of shipments as well as tracking appointment automation

Design:

- Developed all incoming logos, web ads, print ads
- Developed concepts for all incoming web landing pages and websites

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WORK EXPERIENCE

Liesl Kadile, LLC

OWNER & CREATIVE LEAD

2004-2018

CLIENT LIST:

Rhea & Kaiser
Duke University
Revivogen
Digitas
The Art Institutes
Manhattan Pacific Realty
Jungle Buns Yogawear
FayeFair Clothing
Jigsaw Health
Gin Blossoms
Palter Ego
Twist Out Cancer
Anti-Defamation League
CME Group
Jericho Road
Safe Routes California
Urban Initiatives
& Many More

EDUCATION

HARD SKILLS

SOFT SKILLS

Art Direction:

- Produce and art direct photo and video shoots for various clients
- Animate or art direct animations for online assets

Campaign & Copy:

- Based on client needs, create short form copy such as campaign taglines or blog articles to long form such as instructional guides
- Research target audience and pitch campaign concepts for various clients
- Upon client buy-in, produce and develop campaign creative and help with campaign launch strategy

Photography:

- Plan, produce, photograph, and deliver retouched images for projects from head shots, fashion, product, to editorial and lifestyle looks

Design:

- Graphic design and logos for various clients

Management:

- Managed all advertising design and strategy for freelance business
- Tracked budgets and contracts

SEO:

- handled SEO optimization for freelance design & photography business

Art Institute of California

- BS in Advertising 4.0 GPA
- Valedictorian
- Alpha Gamma Chapter
- Best Portfolio

Chicago University of Psychology

- BA in Psychology 4.0 GPA
- Alpha Gamma Chapter

- Art Direction
- Campaign Development
- Photography & Retouching
- Copywriting
- After Effects - Motion Graphics
- UX/UI
- Photoshop
- Illustrator
- InDesign
- Package Design
- Logo Design
- Branding
- Storyboarding
- Keyshot 3D
- Origami BoxShot

- Project Management
- Team Leadership
- Mentorship
- Empathy
- Collaboration
- Brainstorming
- Research & Strategy
- Communication