

Carrie Coyne

About Me

With expertise in design, creative direction, and brand development & execution, I flourish in collaborative environments. I pride myself in creating compelling, vibrant materials while retaining consistency across channels in my team's output and my own designs. I enjoy helping brands grow & evolve, and balance creativity with business objectives.

My strength lies in leading and mentor a creative team, and to pivot as business needs shift. I take personal satisfaction in effectively communicating with an audience, and interpersonal communication is the first step towards that. My deep understanding of end-to-end creative processes, and ability to learn when I lack experience, is one of my greatest talents.

Skills

Adobe Creative Cloud (PS, AI, ID, some AE)
Managing a team's pipeline and output
Event branding, incl. signage
Print & digital design
App and UI design
Windows/Mac
Microsoft Office
Creative direction
Music production

Education & Accolades

Bachelor of Fine Arts, Pratt Institute
Communication Design, Graphic Design, 2014

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Website & portfolio can be found at pillowfort.net
References and samples available upon request.

Experience

ISG *Manager, Creative Services, 2019-2024*

- Developed visual identity of products from concept to launch
- Facilitated collaboration with cross-functional teams
- Lead the design process with a holistic, iterative approach
- Helped guide company wide rebrand, updated assets/templates
- Hired/managed/provided mentorship to a team of 3 (hybrid)
- Lead the development & governance of design standards, and guided evolving them as business needs emerged
- Maintained visual excellence while aligning to business goals
- Defined and lead branding projects for clients, creating design systems, brand identities/guidelines, templates, etc.
- Lead/executed design for events marketing and collateral
- Managed team's deadlines for multiple simultaneous projects

ISG *Contracted Graphic Designer, 2016-2019*

- Fostered communication & collaboration as a working manager
- Worked closely with outside vendors across various offerings
- Ensured consistent branding across new platforms & channels
- Aided marketing campaign storytelling with evocative visuals
- Developed reports (and templates) for research offerings targeting decision makers & C-Suite level executives
- Collaborated on marketing, events, research, product dev, and client projects as a multiplatform designer (print, digital, social, mobile, video), producing vibrant and compelling assets for a wide variety of needs targeting an international audience
- Collaborated with developers for UI/UX on web applications

Freelancing *Graphic Designer/Web Designer, 2015-2019*

- Designed/built WordPress sites for various local businesses
- Created logos, art assets, and props for the pilot of an animated show previously in development
- Produced video projects for a major airline, including audio production, to aid in training

Alpine Funds *Graphic Designer, 2014-2015*

- Provided general design support and edited images
- Tweaked webpages with HTML/CSS as website maintenance
- Designed, coded and used Silverpop to create/manage email campaigns for a variety of marketing efforts
- Produced various print/web marketing deliverables