

CARRIE SOLOMON

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Creative director and designer with a brand-focused, strategic approach. My expertise is in solving business challenges, building brand personalities and providing creative leadership with a strong ethos in design thinking. My goal is to work collaboratively with everyone from stakeholders to business owners to design teams to bring meaning and relevance to brands and their products and services.

**CARRIE SOLOMON
DESIGN (INDEPENDANT
PROJECTS)
PORTLAND, OR
NEW YORK, NY**

CREATIVE DIRECTOR AND DESIGNER 2004 - PRESENT

Creative strategy, direction, design and consulting for a variety of clients and brands, including: HealthSparq, Eb & Bean, Cura Cannabis Solutions, Leif Medicinals, Microsoft, Jive Software, Keen, Subaru, Clif, In Camera Industries, Jody Ake Photography, Comedy Central and The School of Visual Arts; in concert with numerous agencies including: Liquid Agency, Cinco Design, North, ande & partners, Siegel+Gale and Studio Dror.

**GIGAPAN
PORTLAND, OR**

CREATIVE DIRECTOR 2013

As creative director and part of the executive management team, I redefined and recreated the company's brand messaging, values and outward expression from the ground up. In addition to brand building and design, I was a key member in crafting overall brand and business strategy, lead the marketing and PR team, and drove UX design across online, software and mobile platforms.

**ZIBA DESIGN
PORTLAND, OR**

ASSOCIATE CREATIVE DIRECTOR 2011

Creative leadership, brand strategy and design direction, and management of multi-disciplinary teams, with a focus on consumer-oriented design solutions.

- Framed and articulated project challenges with clients, program managers and executive project committee
- Conducted collaborative work sessions with clients and teams of designers, writers and insights specialists
- Mentored and led designers through product design and branded experience projects
- Cooperated in concepting of internal Ziba rebrand
- Participated in senior level business development discussions
- Sat on internal committee to address and review company structure and metrics for creative directors

**BLOOMBERG, LP
NEW YORK, NY**

DESIGN DIRECTOR | HEAD OF GLOBAL BRANDING 2009-2010

Design and creative direction overseeing entire corporate visual system, including product premiums, user experiences and internal communications, overall development of company collateral and partnership identities, and internal consul for overall company rebrand

- Partnered with outside branding firm in creation of global rebrand
- Evangelized new brand to numerous, varied business teams within the New York headquarters
- Directed design team in execution of rebranded communications, approving and reviewing all content
- Advised and directed outside ad and web production agencies
- Created internal and external branded collateral
- Conducted reviews and managerial feedback sessions with designers
- Crafted, designed and produced national internal wellness awareness campaign in concert with the CEO and a professional development committee, as well as a full scale identity redesign for Bloomberg News syndication sales team
- Consulted with internal facilities team on wayfinding, interior design, art sourcing and exhibition opportunities within the New York building

ART DIRECTOR 2008-2009

Leadership and management of nine internal design team members, as well as collaboration with account reps and business managers in sales, internal communications, HR, philanthropy and internal sustainability practices group.

- Mentored and led print, motion and web designers in New York, London and Tokyo
- Contributed to reviews and managerial feedback sessions with designers
- Worked with varied business sectors to create sub-branded communications and identities
- Teamed with project managers to frame projects and assess resources and timelines
- Managed large scale budgets and ensured design and execution fell within parameters
- Conducted interviews and advised on the hiring of senior level designers

BLOOMBERG, LP
NEW YORK, NY**SENIOR DESIGNER 2006-2008**

Design and execution of print and collateral projects, motion design and animations for internal communications, signage and event support material, product conceptualization and production, branded experiences, sustainability initiatives and art direction.

- Conceptualized, designed and executed global internal campaigns and marketing materials for employees and external, philanthropic clients
- Mentored and led mid- and junior-level designers
- Designed and produced bespoke premiums in concert with global vendors
- Consistently met timelines and budgets
- Learned internal software necessary for communication and project management, ultimately training and assisting new employees in the design group

WISE ELEPHANT
BROOKLYN, NY**LEAD DESIGNER 2003-2004**

Design lead with a focus on identity and marketing for this start-up's artist-centric clientele. Specialized in consultation, design, creative execution, and client management.

- Consulted with artists and small business owners from start to finish
- Framed projects, assessed and managed budgets, and created and executed identity programs, from print to web
- Created full suite of internal marketing collateral
- Advised and educated local business owners on marketing methodologies and new technologies
- Generated profit with a strategy for continued business in a challenging local market

**RICCO/MARESCA
GALLERY**
NEW YORK, NY**WEBMASTER, PRESS AND GALLERY MANAGER 2000-2003**

Graphic design and writing for artists' statements and press releases, web design and management, client services.

- Critical and creative writing in assistance to gallery artists for press releases and catalogs
- Design and implementation of company website, including maintenance and updates
- Daily management of registrarial aspects and client services for entire business
- Management and mentoring of seasonal interns
- Event planning and physical installation updates to the space each month

EDUCATION

MFA, DESIGNER AS AUTHOR AND ENTREPRENEUR, School of Visual Arts, NY, 2006

BA PHILOSOPHY, Bard College, NY, 1998

**FEATURED
AWARDS, PRESS
AND EXHIBITIONS**

- Fun and Functional, sponsored by American Design Club and Knock Knock, Venice, CA
- Type Directors Club TDC56 Winner
- HOW Magazine In-HOWse Design Award Merit Winner
- Featured contributor, "Creative Girl: The Ultimate Guide for Turning Talent and Creativity into a Real Career" by Katharine Sise, Perseus/Running Press, 2010
- Lift, Hold, Roll Exhibition, The Future Perfect, Brooklyn, NY
- 2007 International Gift Fair, A+: the young designers' platform at Accent on Design, NY
- Interior Design Magazine's Designwire, "Bright Young Things," June 2006
- Depicting Design, Brooklyn Arts Council, NY,
- SPARK: SVA MFA Designer as Author, Visual Arts Gallery, NY
- Object of My Obsession, SVA Gallery, NY
- The Affordable Art Fair, David Allen Gallery, NY
- Compositions in Hi-Fi, David Allen Gallery, NY

SKILLS

Creative direction and leadership, brand identity creation, design strategy, writing and content creation, consumables product development, material sourcing, investor presentation concepting and design, Adobe Creative Suite, Squarespace, functional Excel and PowerPoint, entrepreneurial endeavors.