

Art Director/ Designer

KIRK BUDDY

CONTACT

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EDUCATION

Bachelor's Degree

Advertising/ School of Visual Arts

With over three decade of diverse experience spanning photography, multichannel marketing, graphic design and more. I have a proven ability to guide projects from inception to realization. I am adept at orchestrating teams and ensuring alignment with strategic objectives.

I excel in bridging client/stakeholder aspirations with creative vision. As a seasoned professional, my innovative prowess and collaborative leadership underscore a distinguished career marked by precision and creative ingenuity.

WORK EXPERIENCE

DESIGN SPECIALIST

MACYS | Present

I am responsible for creating the UX design of e-mails, banners, catalogues, visual, digital storyboards, editing images for campaigns.

My daily duties were managing all projects that I was working on. Communicating with project managers and copywriters on multiple jobs. I utilized programs such as Adobe XD, Photoshop, Adobe InDesign, Teams and Outlook to deliver the most convenient and seamless shopping experience while online.

ART DIRECTOR OF DESIGN

MACYS

I spearheaded the design for catalogues, ROP ads, Magazine ads and concept for upcoming projects. My daily duties were to manage all my projects and upcoming jobs. I utilized programs such as Quark Express, Photoshop, Adobe InDesign, Adobe Illustrator

ART DIRECTOR

MACYS

I am responsible for designing catalogues, ROP ads and Magazine ads. Supervised on figure models and still-life photoshoots for up coming campaign's. I spearheaded all my projects and upcoming jobs. I collaborated with production managers to book models and scheduling my up and coming shoots with photographers in a photo studio. My design work was done on Quark Express, Photoshop, Adobe InDesign, Adobe Illustrator.

SPECIAL PROJECTS DESIGNER

STERNS

I am responsible for creating in-store sign-age:(Electronic gift card, Direct Mail insert) direct mail pieces: (Postcards, Coupon Flyer, Corporate Newsletter. Design (toppers, posters, table tents, Holiday gift Card) and special event pieces. My daily duties involved working closely with copywriter and creative director to make sure projects were released on time.

ART DIRECTOR

TOMMY HILFIGER USA, INC.

I spearheaded the creation of advertised brochures, catalogues, TH branding guidelines, in-store signage, fashion show invitations and look-books. My daily duties involved working closely with other designers and creative director (Loyd Boston) to make sure we were upholding the brand guideline in our design and vendors who used our brand logos. My design work was done on Adobe Illustrator, Photoshop and Quark Express,

FREELANCED /ART DIRECTOR JOBS

- THE CREATIVE ADVERTISING BOUTIQUE NY | - LORIEL (COSMETIC COMPANY) |
- ALLIEDTOURS NY (TRAVEL AGENCY)| - PHARMACEUTICAL AD COMPANY|

ART DIRECTOR

AMMIRATI PURIS LINTAS

I am responsible for the entire creative process from concept to final production. My daily duties include: computer layout design, organizing presentations, seeing through all production stages and supervising Illustrations. The clients that I worked on were: Bacardi, Hanes, Johnson & Johnson, Imodium AD, Acuvue, UPS, Labatt USA, Dos Equis, Lipton, Stanley and Rague. I worked on designing new pitches for potential new business clients.

VOLUNTEER EXPERIENCE AND LEADERSHIP

Volunteer- God LoveWe Deliver

Work clubs in Macys- Culture & Committee, CRG, ONYX, Fun Club, Interfaith CRG, The Brew, Reel to Reel