

AMY PEDID

ART DIRECTOR

Think big. Plan well.



HELLO!

For over 8 years I have used creative tools and brain power to create accessible campaigns for brands.

EMAIL

ampy_pedid@outlook.com



CREATIVE SKILLS

Illustrator
Photoshop
InDesign
Accessibility Design
Adobe XD
After Effects
Ink/Wacom



TYPES OF WORK

Creative Strategy
Style Guides
RFP Pitches and Slide Decks
Comp Work
Photo and Video Directing
Video Editing
Digital Ads
Print Ads
Video Marketing
Social Marketing
Shopper Marketing
UX/UI Web Design
Retailtainment Experience
Packaging Design
Logo Design

EXPERIENCE

Senior Art Director for UpShot - Integer

BENTONVILLE, AR: NOVEMBER 2021 TO PRESENT

- Pitch and sell in innovative ideas for at shelf retailers and online design executions
- Visually communicate concepts on strategy and on time
- Improved accessibility awareness and support in the company

Senior Designer & Art Director for UpShot - Advantage Solutions

BENTONVILLE, AR: APRIL 2019 TO OCTOBER 2021

- Lead Art Director for the Johnson & Johnson account to sell in and execute brand campaigns at Walmart
- Consistently make key visuals into multi-medium packaged files for retailers

Art Director & Senior Art Director for Shoptology

PLANO, TX OFFICE: APRIL 2014 TO MAY 2018

FAYETTEVILLE, AR OFFICE: JUNE 2018 TO APRIL 2019

- Improved customer experience for multiple brands at Walmart, MoneyGram and International Trucks
- Worked in multiple disciplines including art direction, graphic design, UX and UI web design
- Won retail and brand clients with creative-led, strategic RFP presentations and comp work

Art Director Intern for Recess Creative

CLEVELAND, OH: MAY 2013 TO JUNE 2013

Worked with UX and UI wizards to solve problems using wireframes, shopper personas and web design campaigns for Delta System and Cleveland Water Department.

Junior Art Director for UNT's URCM Department

DENTON, TX: AUGUST 2011 TO AUGUST 2013

Built student and alumni engagement by using the university's brand standards to design and curate engaging web and magazine content.

NOTE: If you do contact Recess Creative or the URCM Department they will know me by my maiden name Amy Hillberry, not Amy Pedid.

EDUCATION

University of North Texas

BFA Communication Design: Art Direction

August 2010 to May 2014

AWARDS

2017 W3 Award for Tribe Hummus Brand Page

Gold: Food & Beverage Website

Gold: Website Branding

Silver: Visual Appeal Experience

2018 Dallas ADDYs Award for Caribou Iced Coffee Campaign

Gold: Guerrilla Marketing Campaign

Silver: Microsite

NON-PROFIT WORK

AIGA Northwest Arkansas

2019: Director of Recurring Programs

2020: Director of Annual Programs

2021: Director of Membership

National Child Protection Task Force

2019-2022: Design Volunteer

2020-2022: Director of Community Engagement

TASTE OF WORK

"Makeup The Gap" retail brand campaign. For every Neutrogena Makeup product purchased, the brand donated \$1 to causes that support first-generation students.

