

Audrey Kuether

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ohsolovelycreative.com/portfolio • Leawood, KS & Remote

Art Director | Creative Leader

Passionate and visionary art director with 20 years of experience leading teams to create impactful visual styles that capture audiences and drive results. Organized self-starter with a sense of urgency, superb attention to detail, and exemplary communication skills, delivering cohesive branding strategy and visual storytelling that drives business initiatives forward. Adaptable and human-centered, embracing collaboration to achieve beautiful results.

Areas of Expertise

Skills:	Creative direction, coaching, strategic planning, organizational leadership, project management, web design and maintenance, SEO, branding strategy, idea generation, visual storytelling, general marketing, influencer marketing, packaging, advertising, content marketing, product development, blogging, editorial.
Software:	Adobe Suite: Illustrator, InDesign, Photoshop, Lightroom, Premiere Pro, After Effects, Acrobat, XD; Microsoft Office Suite, Google Workspace, Google Analytics, Hubspot, Figma, InVision, Sketch, Teamwork, Monday, Wrike, Keynote, Zoom, WordPress, Squarespace, Jira
Creative & Technical:	Photography, retouching, radio commercial creation, printing, social media, video editing, blogging, live television talent, production graphics, typography, content creation, video editing, storyboarding, web design, UI/UX, HTML, CMS, e-commerce.

Career Experience

RFP360, a Responsive Company - Remote Marketing Art Director (in-house)

2019 - Present

Define creative strategy and conceptualize large-scale branding, shaping the visual language of an innovative SAAS leader. Build and maintain a comprehensive brand book for internal and external usage. Collaborate with executive leadership, including the CMO, CRO, CEO, to formulate compelling pitch decks. Storyboard company overview videos, arranging talent and animation. Art Direct print and digital content for all campaigns encompassing social media, trade shows, events, product collateral, and more. Update and optimize website. Contribute to product brand standards and UX/UI design.

- Saved approximately \$65K by rebranding the company entirely in-house, successfully overhauling, and redesigning the Wordpress website and brand identity.
- Created attention grabbing branding that attracted a major investor, leading to an acquisition and merger.
- Lead a small team of in-house designers in two continents.

Oh So Lovely Creative - Remote Graphic Designer | Photographer | Blogger

2009 - Present

On weekends I run an imaginative online space celebrating all things design and DIY. Create all forms of content to build beautiful and impactful visual personal brand materials. Offer a range of services for professional and personal projects including sponsored posts, custom content creation, TV segments featuring products, brand ambassadorship, social media campaigns, email banner media, and web banner advertisements.

- Host a monthly live TV segment for Hometalk TV and KCTV5 News.
- Designs featured on national outlets such as Houzz, BuzzFeed, Apartment Therapy, Better Homes & Gardens, Zillow, Marie Claire, Disney Baby, and many more.
- Designed for a wide range of brands: Tile Boxing, Amigoni Winery, Horizons for Homeless Children, Beyond Athletes, Building Hope for Autism, Seville Home, MOKAN Basketball, Building Hope for Autism, and Kansas University Law and Society Student Association.

HighQ - Overland Park, KS Marketing Design Manager (in-house)

2017 - 2019

Led and developed a small, in-house team providing cohesive direction for all marketing materials. Shaped the visual language of the company and contributed to product brand standards and UX/UI design, guiding the evolution of the brand into new markets. Delivered pitch decks to C-Suite and regularly updated Wordpress and customer-facing materials. Motivated and coached the in-house design team to meet strict deadlines and successfully navigate the rebrand design process.

- Revitalized an outdated and confusing website by overhauling the design with intuitive, user-friendly UI/UX to increase site engagement with greater value, accessibility, and understanding of the sold product.
- Maintained workflow visualizations, graphics, and screenshots for customer-facing materials and presentations.
- Developed and maintained beautiful branding that attracted a major investor leading to a successful acquisition.

Independent - Remote**2014 - 2017****Creative Director | Brand Manager | Designer & Creative Strategist (agency and in-house)**

Set the creative vision for a wide range of clients by defining clear design goals and deliverables. Provided feedback and drove integration for omnichannel campaigns, content marketing, social, and all ongoing needs. Served as a genuine partner to company leaders and built and maintained a deep understanding of services and products to ensure they were well-represented in the creative output. Art directed, set strategy, improved processes, and drove high-quality execution of all branding and visual languages.

- **TravelCoin Foundation & MyTravelBiz:** Developed the creative identity for two start-up travel companies, designing brand guideline books and successfully launching hundreds of design materials meeting a strict deadline. Remotely partnered with company leaders daily to uphold visual consistency across the brand. Originated, wrote, and scheduled all social media and delineated mockups for the MTB App, working directly with the developers.
 - Took charge of two custom, multilingual Squarespace websites to attract engagement and boost sales.
- **Hello Big Idea:** Planned and executed multiple brands from scratch for clients across the globe. Produced mood boards, brand boards, patterns, logos, and brand guides to build fresh, high-quality designs, adapting to specific audiences, industries, and channel requirements encompassing email, web, social, content marketing, and all customer-facing content. Regularly communicated with clients in-person, on the phone, and through email to guarantee satisfaction. Designed custom Squarespace websites for a range of clients.
 - Led an in-person workshop on branding and website design for professional clients in Dallas, TX.
- **TITLE Boxing Club:** Managed all aspects of design development from conception to execution, ensuring planning, art direction editorial, print buying, social media, routings, and photography were all unified under one impactful branding vision. Led the creative direction and management of all marketing materials across multiple channels.
- **Amplified Soccer Marketing:** Generated the creative identity for a start-up soccer-based marketing firm, designing and delivering all graphic needs. Presented and actualized a dynamic vision. Constructed websites and built back-end templates, training the in-house team to use to elevate the brand for the future.

United Soccer Coaches - Kansas City, MO**2011 - 2016****Creative & Brand Manager (in-house)**

Oversaw the design of all marketing content for a creative team of five, leading development through planning, art direction, storyboarding, editing, press approval. Concepted unique designs for all applications, establishing and maintaining brand guidelines and best practices. Created assets and revamped e-learning materials. Coordinated freelancers including copy editors, photographers, and cinematographers, cooperating closely with external production companies. Clearly communicated with CEO and department directors, association members, and board of directors to ensure understanding of business initiatives.

- Led rebranding of the Association in 2011-2012.
- Designed and ran popular bi-monthly soccer magazine, meeting tight editorial deadlines.
- Championed and delivered print materials and motion graphics for numerous events at six annual conventions for 10,000 attendees.

Silpada Designs - Lenexa, KS**2005 - 2011****Manager of Graphic Design (in-house)**

Led and motivated a medium-sized team of graphic designers and photographers in a fast-paced, deadline-driven design environment, delivering over 1,500 US and international print and digital materials annually. Kept design collateral within brand guidelines and on budget. Managed visual set staging. Joined forces with photographers, makeup artists, lighting crew, and talent to assist with art direction on all photoshoots.

- Received in-house brochure design award from GD USA Graphic Design Magazine.
- Received in-house packaging design award from GD USA Graphic Design Magazine.

Bryant, Lahey, and Barnes - Overland Park, KS**2004 - 2005****Graphic Designer (agency)**

Worked in a small design team creating collateral for numerous animal health clients and learned the ropes of agency design work.

Education

Bachelor of Fine Arts - Commercial Art & Graphic Design - Photography minor

University of Central Missouri - Warrensburg, MO

Graduated December, 2003