ABIGAIL MATSES

ART DIRECTOR

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ABOUT ME

Highly motivated art director seeking fulltime position in New York, NY.

**Key Qualifications**

* Confident collaboration with cross-functional Brand partners, executing high volumes of quality deliverables for 360 campaigns
* Extensive art direction & photoshoot experience on location and studio, passionate about data-driven insights for strategic creative decisions
* Strong team building and management skills within a large, fast-paced in-house creative team for a Fortune 500 fashion retailer

**Value Offered**

* 7+ years of luxury fashion experience via Runway at T.J. Maxx brand that specialized in designer merchandise (please see portfolio)
* 2 years managerial experience running a team of fulltime creatives specializing in video content, as well as a variety of contactors

CORE COMPETENCIES

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| * Photo + Video Art Direction
 | * Video + Set Production
 | * Attention to Detail
 | * Presentation Skills
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| * Photoshoot Planning
 | * Post-Production Workflow
 | * Strong Typography Skills
 | * Refined Taste Level
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| * Seasonal Conceptual Work
 | * Retouching + Color Grading
 | * Trend Forecasting Research
 | * Time Management
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EXPERIENCE

**Art Director, T.J. Maxx, TJX Companies** / Hybrid – Boston, MA + New York, NY / Sept 2023 – present

* **Confident concept presentation** in collaboration with VP and Creative Director, including photo and video direction, set design, model selection, graphic design, typography, color palettes, and social media direction for 360 multichannel usages.
* **Lead high volumes of video and photo productions**, confidently managing relationships with both internal and external partners and in a professional, time efficient manner. Concise follow through with tight deadlines and deliverables.
* **Cross-functional collaboration** working closely with creative leadership, project managers, and other cross-functional teams to develop high volumes of branded content and campaign materials.
* **Strong Video and motion experience** from concepting, to production through to post-production. Routinely work with a team of internal and external DPs, editors and animators from concept to final deliverables.
* **Lead a team** of designers, copywriters, and motion editors who work specifically on video content, both paid and organic social
* **Thorough photo and video research** keeping a fluid pulse on the creative landscape amongst competitive fashion and home retailers

**Senior Designer,** **T.J. Maxx, TJX Companies** / Hybrid – Boston, MA March 2021 – Sept 2023

* **Frequent art direction** of fashion and stills photoshoots alongside Creative Director, making final selects and compositional and lighting decisions. Responsible for creating shoot plans, shot lists, approving looks in model fittings, file organization, etc.
* **Head seasonal concepting** including initial executions of email, site, and social, refining directly with the Creative Director
* **Craft innovative and strategically driven assets** for social media such as Instagram and TikTok videos for both organic and paid markets, with a heavy focus on the growing content channels. Infectious passion for social media, both professionally and personally.
* **Use consistent strategic and conceptual** **thinking** to communicate our brand message in a fresh, forward-thinking way across all media platforms, supporting development and execution of team’s deliverables.

**Graphic Designer, T.J. Maxx Digital, TJX Companies** /Boston, MA August 2017 – March 2021

* Execute specific design requests based on a high volume of monthly, weekly, and daily briefs from brand partners
* Work with team of creative management, designers, and writers as well as collaborate with project management to effectively meet project objectives, schedules, and deadlines
* Support in the development of breakthrough content and design consistent with brand strategy and in accordance with brand guidelines to drive traffic and transactions in store and online

**Home Editorial Assistant (Intern), Good Housekeeping, Hearst Corporation** / New York, NY May 2014 – Sept 2014

* Assisted with art direction and product styling on photo shoots for magazine covers and interior photography content.
* Researched and selected product for inclusion in magazine. Communicated closely with PR companies and influencers.

EDUCATION

**Bachelor of Fine Arts** Wheaton College MA, 2015

**Majors** Graphic Design & Art History

TECHNICAL SKILLS

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| * Adobe Creative Suite
 | * Intermediate: After Effects, InDesign, Illustrator
 | * Microsoft Teams + Office
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| * Proficient: Photoshop
 | * Working Knowledge: Capture One, Premiere Pro, Bridge
 | * Adobe Workfront + Frame.io
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