

# KARA SMARSH

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I'm an art director and photographer working across digital, motion design, video and photographic mediums to create impactful brand stories.

I have lead teams in-house, on-set and on-location to create innovative and trending content for digital campaigns in the fashion and technology sectors.

## EDUCATION

### **Bowling Green State University**

2007 – 2012 *Cum Laude*

Bachelor of Fine Arts in Graphic Design,  
Bachelor of Science in Biology

## ACHIEVEMENTS

- Established the first existinf digital brand guidelines for J.Crew during the transformation into a digitally-driven ecommerce destination.
- Lead initiatives to update the Hollister website navigation and web guidelines resulting in improved accessibility, customer scroll-reach, and resulting increases in conversion.
- Introduced motion and video elements to Hollister Co. digital marketing
- Hollister Co. named #1 retailer on Instagram by Adweek in their 2015 analysis
- Personally featured in Columbus Monthly's "Best of Columbus: Instagram Stars" in 2014

## SKILLS

Adobe Photoshop, Illustrator, InDesign, and Lightroom, Sketch, InVision, project management software including JIRA, Basecamp, Asana and Trello, photography, photo art direction, compositing, photo retouching, working knowledge of CSS and HTML and well as Premiere and After Effects, digital marketing and campaign strategy, team leadership, and presentation skills.

## EXPERIENCE

### **J.Crew**

Senior Digital Designer

*New York, NY August 2017 – present*

Ecommerce design lead across site, email, and social assets, responsible for digital brand guidelines and art direction of product still photography.

### **John Varvatos**

Lead Digital Designer

*New York, NY April 2017 – August 2017*

Creation of marketing emails and web updates, all brand marketing design, on-set photography and management of the seasonal brand story cadence.

### **Ayzenberg**

Art Director

*Pasadena, CA October 2016 – March 2017*

Creative lead overseeing social media art direction of editorial and marketing content for Windows and Microsoft Stores accounts.

### **Insync PLUS**

Freelance Interactive Art Director

*Los Angeles, CA August 2016 – September 2016*

Art director managing production of digital marketing for Amazon Originals and Redbox.

### **Total Assault**

Freelance Art Director

*Los Angeles, CA March 2016 – July 2016*

Design lead at a digitally-focused agency crafting web and social campaigns for clients in the enterintament industry including FX Networks (FOX).

### **Abercrombie & Fitch**

Web Designer

*New Albany, OH February 2013 – March 2016*

Hollister Co. lead digital designer, translating marketing messages and seasonal concepts into cohesive online campaigns alongside analytics, copywriting, in-store marketing, and merchandising teams, while guiding junior designers in brand standards and design execution.

### **Resource/Ammirati (now IBM)**

Production Designer

*Columbus, OH July 2012 – February 2013*

Social media, paid media, web, and mobile design and new business presentation design.