



scarlett oneal

GRAPHIC DESIGNER & ART DIRECTOR

contact

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scarlettoneal.com

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skills

Proficient in Adobe Creative Cloud:

Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects, & XD

Additional Proficiencies:

Figma, BrandFolder, WordPress, Asana, SmartSheets, ClickFunnels, & Microsoft Office

education

BFA GRAPHIC DESIGN

University of Tampa (May 2017)

Minor in Advertising

relevant experience

FREELANCE PROJECTS

Scarlett Oneal Designs (Jan 2015 - Present)

Projects have included animation, video production, photography, photo editing, brand collateral, logos, album artwork, and commissioned illustrations

SOCIAL MEDIA DIRECTOR

University of Tampa (Jan 2016 - May 2017)

Managed social media accounts for the Art Department, which included promoting events, showcasing student work, recording exhibitions and workshops, and interacting with the department's online audience

work experience

LEAD GRAPHIC DESIGNER

Ayr Wellness (Nov 2021 - Present)

Worked as part of the small but mighty creative team for this fast-growing Multi-State Operational (MSO) cannabis company.

- Conceptualized and executed creative content that will live on digital platforms, in stores, and with affiliated wholesale partners
- Considered State-specific MSO regulations for each project and adjusted deliverables accordingly, giving critical attention to detail on product launches to avoid legal consequences for the company
- Created full retail and product launch campaigns, some of which have been recognized online by [Forbes](#) and [Adweek](#)
- Additional tasks included versioning campaign concepts, adjusting and resizing existing content, and uploading completed projects to DAM software for record keeping

SENIOR GRAPHIC DESIGNER

Ashley HomeStore (Apr 2019 - Oct 2021)

Originally joined the company's B2C Creative Team as a mid-level Graphic Designer. Promoted to Senior Level within the first year of employment.

- Created branded content for the Ashley HomeStore website, social media platforms, and retail locations
- Art directed photoshoots for seasonal catalogs and designed the 2021 Bed & Bath edition as well as the 2021 Holiday Gift Guide
- Designed the company website's first Gaming section, which included art directing CGI and creating the page content and layout
- Produced promotional assets for sales and events including emails, website design, and animated social content

LEAD GRAPHIC DESIGNER

iBoss Digital (Mar 2016 - Mar 2019)

Accepted as a Creative Intern in the company's internship program in Jan. 2016 and quickly promoted to a full-time member of the team.

- Supervised a primarily digital marketing team creating web materials and print collateral for a wide variety of clientele
- Delegated responsibilities to appropriate members of the Design Team
- Oversaw photography and video production for client events