

CAITLIN SLANINKA

ART DIRECTION + DESIGN

CaitlinSlaninka.com | CSlaninka@gmail.com | 631.827.3862

Highly collaborative Art Director & Designer with 13+ years of experience in lifestyle and fashion. Expert in tailored brand storytelling for celebrated global brands including Disney, Ralph Lauren, and Amika. Art directed 20+ lifestyle and studio photoshoots. Hired, trained, mentored, and developed teams of designers and copywriters.

ACHIEVEMENTS:

- Spearheaded the relaunch of Chaps.com by serving as the Creative Lead and partnering with an external agency to transform and modernize the website – resulting in global elevated brand awareness.
- Launched Chaps' social media presence on Facebook and Instagram going from 0 to 32k followers.
- Led teams – from ideation to launch- every step of the way to success. Always met deadlines, stayed within budget, and elevated brand presence and awareness by creating compelling, visual storytelling.
- Built and finessed branding systems and identities for boutique and global brands.
- Empathetic, democratic leader who leads by example. Constant collaborator with an eye for leveraging the unique strengths of others to drive results.

EXPERIENCE: **BED BATH & BEYOND**

SENIOR DESIGNER – JANUARY 2022 TO PRESENT

Built, trained and manages a team of Designers and Copywriters translating our brand guidelines, pushing creative, and meeting tight deadlines for all print marketing.

Art direction, oversight, and development of monthly wireframes for marketing materials distributed to 3.5 million+ national customers.

Collaborates with Copywriters, Photo Art Directors, and Creative Directors to develop creative that aligns with the brief and generates compelling content and styling.

Works cross-functionally by establishing strong relationships with marketing partners and presenting work to executive leadership.

Supervision of post-production of images, retouching needs, and overall quality checks.

THELAB

SENIOR ART DIRECTOR – NOVEMBER 2017 TO DECEMBER 2021

Spearheaded Disney's 2021 Virtual Event: Beautiful Tomorrows.

- Concepted and developed the idea of a 20+min documentary-style film showcasing how Disney Vacation Club has such a powerful and emotional impact on its members.
- Managed the pre-production – casting member families, selecting and vetting directors.
- Developed and implemented the branding for the campaign across multiple platforms and tactics to support the film.
- Oversaw post-production for video, working closely with the editors to develop the final story, title design, social cuts, and digital landing pages.

Creative lead in the overhaul of Disney's New Member program across video, print, and digital to drive more applicants to call and complete their purchase.

- The campaign resulted in a 50% increase in calls from applicants.

Led many presentations and pitched creative to executive-level Disney stakeholders resulting in stronger client relationships.

Ideated and led the creation of various branding initiatives, 360 campaigns, print and digital marketing efforts, photography, videos, physical collateral, and quarterly campaigns for Disney, Stearns and Foster, and Tempur-Pedic.

Developed concepts and created pitch decks to win the business for Absolut vodka.

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EXPERIENCE: RALPH LAUREN

ASSOCIATE ART DIRECTOR - JANUARY 2014 TO NOVEMBER 2017

PRODUCTION ARTIST - MARCH 2012 TO DECEMBER 2013

Directed 20+ complex lifestyle and studio photoshoots by collaborating with large-scale teams of photographers, set designers, models, and stylists to artfully compose images depicting seasonal products.

Developed concepts, hired photographers, strategized on set day-of, edited photos, and presented creative to executive leadership.

Spearheaded Chaps.com global relaunch - managed an external agency, researched customer motivation, integrated intuitive user experience and brand storytelling. Resulting in elevated global brand awareness.

Launched Chaps on social media by strategizing with the Social Media/Marketing teams to concept and develop the unique, approachable brand voice of Chaps on Facebook and Instagram.

Created a brand book that documented Chaps' history and guided a new look and feel for the brand. Modernized the brand to be more engaging and relevant to today's customer by researching new photographers and ways of shooting.

Hired and directed the social media photographers on lifestyle and studio shoots, resulting in foundational assets for Chaps' social channels and digital platforms.

Oversaw the digital and print post-production of images, including color reviews, retouching needs, and overall quality checks.

Collaborated with Creative Directors to concept and design the look of each season's national advertising campaign as well as seasonal updates for Chaps.com, monthly eblasts, in-store signage, and collateral.

YAH YAH JEWELRY

ART DIRECTOR AND DESIGN - FREELANCE

Built the branding system, and identity for Yah Yah Jewelry working directly with the Founder and Creative Director.

Developed the overall look and feel of seasonal campaigns serving as the lead Art Director and Photographer.

Designed the logo, collateral, and promotional materials for the brand as well as packaging, business cards, letter head, and lookbooks.

AMIKA

GRAPHIC DESIGNER - AUGUST 2011 TO MARCH 2012

Designed renderings of new products, brand presentations, promotional materials, ads, signage, displays, and brochures for amika, Eva NYC, and PYT.

Concepted, developed, and executed branding and product packaging for Eva NYC

SKILLS: InDesign, Photoshop, Illustrator, Bridge, Flash, After Effects, Keynote, Capture One, Camera RAW, Photography, Directing Photo and Video Shoots, Photo Retouching, Figma, Sketch, Workfront, Advertising, Branding, Typography, Illustration

EDUCATION: GRADUATED WITH MERIT

PRATT INSTITUTE • B.F.A. COMMUNICATIONS DESIGN