



# JO.

## joanna albert

Art Director

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## education

Savannah College of  
Art and Design | Savannah, GA

2017, Summa Cum Laude

B.F.A. Graphic Design

Advertising Minor

## awards & recognition

ABA Gold Stevie for Mobile Marketing Campaign

SCAD Deans List

P&G Design Challenge Winner

## skills

Project Management, Concepting  
Research, UX/UI, Adobe Creative Suite  
Leadership, Collaboration, Karaoke,  
Googling, Moral Support

## experience

**TAXI | New York, NY**

2019, Senior Art Director

Responsible for conceiving, designing, and presenting digital, TVC, and print tactics, as well as working on new business pitches.

**Clients: NERDS Candy, R.J. Reynolds, Kraft Heinz**

**mcgarrybowen | New York, NY**

2017-2019, Art Director

Responsible for conceiving, designing, and presenting digital, TVC, radio, and print tactics, as well as working on new business pitches.

Designed the look and feel for an award winning campaign.

**Client: Chevron**

**Hexbug | Greenville, TX**

2016, Graphic Design Intern

Designed for social media and e-commerce including icons, web advertisements, and banners; as well as brand identities, packaging, props, and large-scale wall decals for store displays, toy shows and publicity events.

**P&G + SCAD | Lacoste, France**

2016, Art Director

Participated in a team of six, and created an advertising campaign within 48 hours including cohesive social media interaction and a package redesign for 2020, sponsored by Procter & Gamble through the SCAD Collaborative Learning Center. Engaged in ideation, managed executions, crafted the presentation, uplifted spirits through the night, and delivered the pitch.

**Fossil + SCAD | Savannah, GA**

2015, Art Director/Project Manager

Producer and leader for all oral presentations to the client. Managed project timelines productivity as well aiding in clear communication between each team and individual as part of a class through the SCAD CLC program in partnership with Fossil focused on research and development of concepts for wearable technology.