

858-349-0840
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ONLINE PORTFOLIO

alisonguidry.com

www.behance.net/AlisonGuidryGates

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SKILLS

Highly ambitious and motivated self-starter who gets it done. Excellent team building, project management, process evaluation and project optimization skills. Positive attitude, optimistic, willing to help where needed. Self-aware and eager to learn. Able to juggle many projects while making sure aesthetic stays high and details aren't missed.

PROGRAMS

Adobe Creative Suite, Sketch, Keynote, Creative Force (studio software), Frame.io, VIEW (CreativeDrive), Capture One, Asana, Slack, Jira, Invision, Microsoft Office, G suite, YouTube Studio, Trello.

FINE ART

Drawing, lettering, typography, digital illustration, mock-ups

CERTIFICATION

UX Certification - NN/g

EDUCATION

UC BERKELEY AND
UC SAN DIEGO

1997-2002

Graduated with honors in 2002 with a B.S. in Physiology and Neuroscience.

WATTS ATELIER OF THE ARTS

2005-2007

Coursework in figure & anatomical drawing, concept sketching and tonal drawing.

Additional 3 years of coursework in graphic design, digital media, page layout, packaging and illustration.

ALISON GUIDRY GATES

Creative Direction + Team Building + Process Optimization

WORK EXPERIENCE

CREATIVE DIRECTOR, Victoria's Secret 2021-current

Creative Director on the concepting team, working to rebrand the future of Victoria's Secret. Responsible for creating the visual direction of the brand across all channels, for the Holiday and Summer seasons. Responsibilities include:

- Creating highly detailed concept strategies and visuals, presenting the creative direction for the upcoming season to C-level executives.
- Partnering with cross functional partners (merchandising, planning, product, production) to make sure direction for the upcoming season is aligned.
- Management of the day to day creative needs, with a focus on special projects and site assets.
- Hiring and partnering with the world's best talent to execute all photo, video, animation and design related tasks at the highest level of quality, matching back to the approved concepts.

CREATIVE DIRECTOR, Nuuly (URBN, Urban Outfitters Group) 2018-2021

Founding member of the leadership team launching the sustainable rental clothing brand, Nuuly, as part of the Urban Outfitters family of brands. Responsible for the vision of the brand across all channels, including: brand imagery, brand voice, site experience, email, packaging, social, PR & events, studio photography, and video. Responsibilities include:

- Creation of brand photography, video and graphic assets that resonate with the Nuuly customer, including campaign photoshoots, trend stories & lookbooks, product photography (on model), editorial still life photography, video and social assets.
- Management of calendars and budgets to ensure assets are created on-time and on-budget.
- Development of monthly campaign strategies and direction of the creative team to execute the highest level design, photography and video.
- Design and development of the Nuuly Photo Studio, including: lighting concepts, set design, studio software, space design, and hiring of photography and styling teams and art direction on set.
- Mentoring and developing creative and studio team members to create inspiring work, while giving them space to create and grow.
- Creation and development of all cross functional processes pertaining to creative, including: marketing strategy, design reviews, social media strategy and calendar, email reviews, studio operations (including software integration), senior leadership presentations, model selection, image selection, and campaign planning.

CREATIVE DIRECTOR, prAna 2017-2018

Created the seasonal vision for the brand across all channels, including: brand imagery, ambassador content, product videos, brand voice, ecommerce, email, direct mail, packaging, retail windows, in-store signage, and wholesale collateral. Developed seasonal marketing strategies and ensured their consistent execution across the brand. Responsibilities include:

- Creation of brand photography and video within budget and on-schedule, including location photoshoots, on-figure product photography, off-figure product photography, editorial still-life, and on-model imagery.

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INTERESTS

Excercise (yoga, lately)
Wellness research
Working on a film...
Inventing recipes
Mom life
Food illustration

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Creative Direction + Team Building+ Process Optimization

CREATIVE DIRECTOR, prAna continued...

- Conception and direction of digital content including website design, digital branded content, product videos, email design, digital ads and social media.
- Management of Art Directors, Senior Designers, UX/UI team, Content team, Studio team and creative budgets. Mentoring and developing team to create inspiring work that is on-brand and on-schedule.
- Development of cross-functional communication tools and calendars that improve collaboration and productivity across departments including: Merchandising, Development, Marketing, Design and ecommerce.
- Creation of seasonal marketing campaigns and their execution across all channels, including direct mail catalogs, prana.com, social, retail stores and wholesale partners.
- Creation of seasonal brand messaging strategies and brand guidelines. Lead presentation of seasonal strategies to executive team and senior leadership team.

ART DIRECTOR, STUDIO PHOTOGRAPHY & ECOMMERCE, prAna 2014-2017

- Art direction of ecommerce projects, including: website design, product videos, product photography, digital brand content, shopping guides, lookbooks, email design, social media content and digital ads.
- Managed and directed the ecommerce studio photography team. Rebranded the aesthetic for prana.com including set design, lighting, styling, poses and model selection.
- Lead a team of UX and UI designers to create content that is customer-first and in line with prana's strong brand presence. Partnered with the Columbia Sportswear team to make sure processes and vendors are being used efficiently across the family of brands.
- Incorporation of user testing and analytics reviews to ensure brand experiences are relevant and resonating with customers. Created site content plans in line with testing results and merchant feedback.
- Presentation of weekly creative reviews, seasonal messaging, and monthly business updates to the executive team. Continual problem solving and process improvement to make the creative workflow more efficient.
- Mentoring designers, photographers, stylists and project managers to be team players, meet deadlines and to create inspiring work.

ASSOCIATE BRAND DIRECTOR, EXPRESS 2010-2013

Responsible for conceptualization of ad campaigns and seasonal branding which set the standard across multiple functions of the Express brand. Designed and managed direct mail catalogs and interactive e-magazines. Responsibilities included:

- Art direction, campaign design, and photography selection for seasonal ad campaigns.
- Organization and creative conception for campaign photo shoots.
- Preparation of shot lists, image specs, mock-ups, model boards and reference imagery to ensure photo shoots were a success.
- Management of the launch of the interactive Express digital magazine, lookbook and all subsequent editions.
- Management of graphic designers and temporary employees for the Express catalog and direct mail program.
- Lead design on special projects like the Express brand book and Express annual report, and national magazine ads, including Vogue, InStyle, Details, GQ and Marie Claire.
- Photography and styling of off-figure lay-downs for use in social media and lookbooks.