

LINIA WHITE

ART DIRECTOR | PRODUCTION MANAGER | GRAPHIC DESIGNER

CONTACT

- 678-732-7603
- hello@liniawhite.com
- www.liniawhite.com
- 5016 Panola Mill Dr., Stonecrest, GA

ABOUT ME

I've been in the visual media and print production game for over 15 years now. I'm all about turning ideas into visuals that really pop. From brainstorming sessions to getting my hands dirty in the nitty-gritty details, I love every step of the creative process. Let's connect and see how I can bring that same energy and expertise to your team.

EDUCATION

B.A. Advertising/Graphic Design
Columbus College of Art & Design
2000 - 2004

SOFTWARE SKILLS

Photoshop	◆◆◆◆◆
Illustrator	◆◆◆◆◆
Indesign	◆◆◆◆◆
After Effects	◆◆◆◆◆
Word	◆◆◆◆◆
Power Point	◆◆◆◆◆
Excel	◆◆◆◆◆

PROFILE

Highly creative thinker with over 15 years of professional experience as an Art Director and Print Production Manager, specializing in visual communication. Proven track record of comprehending client requirements and delivering impactful solutions promptly. Valued as a collaborative team player known for exceptional time management skills, ensuring reliable adherence to project deadlines. Demonstrated expertise in managing end-to-end production projects in fast-paced environments, fostering positive relationships with design studios, vendors, and various stakeholders.

SKILL SETS

- Graphic Design:** Proficient in Adobe Creative Suite to create visually compelling designs, layouts, and illustrations.
- Print Production Management:** Extensive experience in managing the entire print production process, ensuring high-quality output and meeting project deadlines.
- Visual Communication:** Deep understanding of visual communication principles to effectively convey messages and evoke desired emotions.
- Creative Problem-Solving:** Skilled in developing innovative solutions for design challenges, combining creativity with strategic thinking.
- Project Management:** Proven ability to oversee multiple design projects simultaneously, coordinating with cross-functional teams and managing resources to achieve objectives.
- Client Collaboration:** Strong interpersonal skills to collaborate closely with clients, understanding their requirements, providing creative recommendations, and delivering designs aligned with their brand and vision.
- Team Leadership:** Experience in leading and motivating design teams, providing guidance, feedback, and support to foster a collaborative and productive work environment.
- Prepress and Production Techniques:** Comprehensive knowledge of prepress processes, file preparation, color management, and printing techniques, ensuring accurate and high-quality final output.
- Attention to Detail:** Meticulous approach to design and print production, with a keen eye for detail and a commitment to delivering error-free work.
- Time Management:** Excellent organizational skills to prioritize tasks, manage workloads efficiently, and consistently meet project deadlines.
- Communication Skills:** Strong verbal and written communication abilities, enabling effective collaboration with clients, team members, and external vendors or suppliers.
- Trend Awareness:** Continuously staying up-to-date with industry trends, emerging technologies, and design best practices to deliver modern and relevant designs.
- Adaptability:** Ability to thrive in fast-paced and ever-changing design environments, embracing new challenges and learning new tools or techniques to stay ahead.

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REFERENCES

Steven Graham
CEO - Shango's Taqueria

513-999-8888

Charles Lambert
Owner - A Better Way Insurance Agency

401-451-5600

Samuel Page
Owner - Satchel Page Limousines

609-802-1554

WORK EXPERIENCE

Art Director

Triumph Multimedia Group - Atlanta, Georgia February 2017 - Present

- Spearheaded creative conceptualization for advertising campaigns and brand identity, orchestrating innovative strategies to captivate target audiences.
- Produced visually stunning layouts, graphics, typography, and overall aesthetics, translating conceptual ideas into compelling visual elements.
- Directed a multidisciplinary team of designers, photographers, and illustrators, fostering collaboration and ensuring the seamless execution of campaigns.
- Collaborated closely with clients to grasp their objectives, preferences, and target audience, forging strong partnerships to deliver tailored creative solutions.
- Provided artistic direction for advertising campaigns and visual media, shaping the brand's identity and ensuring consistency across all touchpoints.
- Conducted comprehensive industry and market research to stay abreast of current design trends, industry best practices, and emerging technologies, informing strategic decision-making and maintaining a competitive edge.

Senior Graphic Designer

Cox Communications - Atlanta, Georgia June 2015 - February 2017

- Designed captivating layouts for digital assets, and internal communications, ensuring brand consistency and visual appeal across various platforms.
- Skillfully sourced images to enhance visual storytelling and convey key messages effectively.
- Conducted demographic research to inform design decisions and tailor visuals to target audiences, optimizing engagement and impact.
- Executed precise photo editing techniques to enhance images and achieve desired aesthetic outcomes, maintaining high standards of quality and professionalism.

Production Manager

International Greetings USA - Atlanta, Georgia February 2008 - May 2015

- Orchestrated project timelines for all team members, ensuring efficient coordination and timely project completion.
- Oversaw print production schedules, meticulously managing workflow to meet deadlines and deliver high-quality results.
- Developed and maintained templates to streamline production processes, enhancing efficiency and consistency.
- Conducted thorough review and quality control of production samples, ensuring adherence to specifications and standards.
- Provided technical guidance on print processes to design and production teams, fostering understanding and facilitating seamless execution.
- Facilitated project reviews at internal and printer proof stages, facilitating collaboration and addressing any issues promptly.
- Managed file tracking and transfer, maintaining organization and accessibility of project assets.
- Liaised with vendors to communicate requirements to designers, resolving issues and ensuring smooth production flow.
- Proactively addressed challenges through troubleshooting and problem-solving within the production process, minimizing disruptions and optimizing outcomes.