

angela ayres

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education

Bachelor of Fine Arts,
Photography
University of Washington
Seattle, WA

certification

Storytelling and Content Strategy
University of Washington
Seattle, WA

Heartsaver® CPR/AED
Medic One Foundation
Bellevue, WA

CARES® Step Method
HealthCare Interactive

skills

Adobe Photoshop, Illustrator,
InDesign, Premiere, After Effects,
Dreamweaver, Google Slides,
Keynote, Chat GTP, Canva,
Microsoft Office

summary

Creative marketing lead making an impact in Art Direction, Brand Design and Content Strategy. Charged with inspiring teams to victory and getting inspired along the way.

work experience

Senior Art Director, Cross-Channel Marketing
2021-2023 / Amazon / Seattle, WA

- Generated new creative approaches and expanded social content series with net new ideas.
- Lead pre-production and post-production creative direction.
- Managed content plan for testing social media posts and applied learnings at scale.
- Owned project budget approvals.

Senior Art Director, Young Customer
2017-2021 / Amazon / Seattle, WA

- Implemented creative briefs for Amazon Teen go to market plan.
- Drove creative agencies to deliver campaign assets across platforms and channels.
- Generated style guidelines and executed a playbook for creative testing on social media to improve ad performance.
- Presented results and shared creative content findings.

Design Manager, Creative Services
2014-2016 / Zulily / Seattle, WA

- Developed and mentored a team of Designers and Art Directors.
- Lead monthly brainstorming sessions resulting in a framework for thematic programming across all marketing and merch events.
- Delivered a library of campaign assets and usage guidelines.
- Increased approval rates by improving creative review process and communication between stakeholders.

Senior Art Director
2013-2014 / Julep Beauty / Seattle, WA

- Established a visual identity across beauty campaigns.
- Improved project efficiency and quality control to set stakeholder expectations early and align business goals.
- Optimized project budget and productivity of studio crew.

Lead Designer, Softlines
2011-2013 / Amazon Fashion / Seattle, WA

- Designed page templates and graphic asset suites.
- Collaborated with Editorial, Merchandising and Dev teams to elevate Jewelry and Watches photography.
- Ran design team requests, projects and managed team workflow.
- Hired and trained team to deliver graphic assets across categories and retail programs.