

I am an Art Director and Photographer who lets her curiosity lead and thrives on creating robust competitor analysis to craft exciting, dynamic work. I combine my strategic storytelling approach with a keen sense of emerging trends and technologies to develop multi-channel creative strategies and standout brands that captivate audiences and drive immediate impact through consumer engagement and client satisfaction. As a compassionate leader and mentor, I aim to identify and nurture each team member's distinct talents to foster a growth-oriented environment that consistently delivers outstanding results.

## PHOTOGRAPHER | LARISSAKRYSIEK.COM | SEP. '15 - PRESENT

*Notable clients: LVMH, alder apparel*

- Designs sets, sources props, and constructs lighting concepts to realize client or self-guided moodboard vision
- Hires and leads creative teams (including but not limited to set assistants, make-up artists, and hair artists)
- Captures multi-functional photography for use across campaigns and multi-channel communications (social media, digital banners)
- Completes all post-production including color grading and retouching

## ART DIRECTOR + DESIGNER | ALSOLARISSAKRYSIEK.COM | JAN. 2020 - PRESENT

- Builds brands from ground up including naming, strategy, brand identity, voice and messaging, style guidelines, and packaging
- Consults with clients to develop core components of their brand or concept to move the idea into the design phase
- Strategizes and advises clients on market placement strategy
- Researches various industries, trends, and markets to strategize and build brands and campaign concepts

## SENIOR ART DIRECTOR | PRODUCT CONNECTIONS (FORMERLY MARKETING WERKS) | OCT. '18 - SEP. '23

- Created experiential activations encompassing graphic and environmental design, event branding, wayfinding, merchandising, digital marketing, and print collateral that expands upon existing brand identity to grow their market share
- Designed national omni-channel shopper campaigns and collateral for Clorox, Kimberly Clark, Sam's Club, Target
- One of two designers on the Clorox shopper marketing account with \$500k annual retainer and \$1.6M total in incremental creative project work over four years totaling 500 projects
- Developed Clorox scale program to increase sales, executing 200+ omni-channel tactics across retail media, in-store media, email, social media, out-of-category displays, and circular ads; captured 115M+ digital impressions, avg 11.09% sales increase at year end
- Served as senior art director and main point of contact on Sam's Club with a \$1.5M budget across 200+ retailers for 3 years straight
- Pitched and successfully won business from Keurig, Yasso, Nonni's, Better Butter, D'Arbo, MiO, and Newman's Own
- Lead photoshoots with internal, external, and remote photography teams
- Boosted project management efficiency and captured significant time savings by proposing, testing, and implementing Monday.com
- Reconfigure client toolkits into key visuals for utilization in digital ads or printed in-store displays
- Mentored a junior copywriter through their first six months of client projects and deck building

## CONTENT MANAGER + WEB DESIGNER | STORY + RAIN | SEP. '16 - JUN. '17

*Intense hybrid role at an online magazine start-up which spanned but was not limited to copywriter, project manager, graphic designer, web designer, and marketing assistant*

- Designed social campaigns for each issue release that reached relevancy scores of 8-10
- Directed and executed editorial content by writing articles, managing freelancers, and styling/conducting low to mid-level photo shoots
- Worked directly with stakeholder to design core brand identity, guidelines, and business presentations
- Wireframed stakeholder's website vision to communicate her desires and corrections to web developers

## COPYWRITER + CONTENT ASSOCIATE | JONATHAN ADLER | JUN. '15 - SEP. '16

- Conceptualized and executed the creation of new web pages that spoke to the brand's aesthetic and quality
- Wrote copy for products, web pages, email campaigns, catalogs, social media, and foreign press releases

## COPYWRITER | YOOX NET-A-PORTER | FEB. '13 - JUN. '15

*Areas of expertise: jewelry, perfume, textiles, antiques*

- Interviewed NYC-based designers each season to gain competitive insight on new collections and pieces
- Wrote copy for 200+ samples weekly across Net-A-Porter, Mr. Porter, and The Outnet

## SOFTWARE SKILLS

Microsoft Office Suite  
Adobe Creative Suite  
Photoshop  
Lightroom  
Illustrator  
InDesign  
Mac Office Suite  
Pages  
Figma (UX/UI)  
Monday.com

## PROFESSIONAL SKILLS

Brand Management  
Concepting  
Copywriting  
Creative Briefs  
Market Research  
Omni-Channel Marketing  
Photography  
Pitches/Presentations  
Prop & Product Styling  
Retouching  
Strategy  
Training & Development

## EDUCATION

Arcadia University  
BFA, Graphic Design & Printmaking

London College of Fashion  
Journalism, Public Relations, Perfumery,  
Accessory Design, Gender Studies

Moore College of Art & Design  
2D & 3D Design, Drawing, Graphic Design

## CERTIFICATIONS

FIGMA & UI MASTERCLASS | 2020  
Designership

## CITIZENSHIPS

American  
Canadian