

# Carly Barnes

Art Director

Derby, CT, USA, 203.631.2706, carleneb1@gmail.com

## Professional summary

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Art Director with over a decade of expertise in visual identity and brand strategy, adept at creating compelling visuals that elevate brand recognition and market presence. Skilled in leveraging design thinking and innovative techniques to enhance user engagement and operational efficiency across platforms.

## Links

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Design Portfolio: [carlybarnes.com](http://carlybarnes.com), LinkedIn: [linkedin.com](https://www.linkedin.com/in/carlybarnes/).

## Employment history

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### Art Director, Aug 2024 - Present

*KnockMedia, Remote*

- Provide art direction for UX/UI design, establishing the look and feel of interfaces, including typography, color palettes, imagery, overall visual style, and QA Testing.
- Orchestrate brainstorming sessions with clients and designers, ensuring alignment on vision and delivering tailored media solutions.
- Implement efficient project management practices with AI, improving turnaround times and enhancing overall project delivery success.
- Cultivate a positive team atmosphere, encouraging creative input and fostering professional growth among team members.

### Graphic Designer/ Video Editor, Nov 2022 - Jul 2024

*Rosco Labs, Stamford*

- Aligned creative vision with strategic goals, boosting marketing impact and brand recognition.
- Produced visual content, increasing customer engagement across multiple platforms.
- Designed high-quality visuals, enhancing the brand's professional image and visual appeal.

### Product Designer, Oct 2021 - May 2022

*Centerboard, Danbury*

- Designed UX for logistics app using Figma and Adobe, enhancing project delivery with illustrations.
- Linked design projects to Jira tickets, streamlining processes and improving team efficiency.
- Facilitated design review meetings and brainstorming sessions, promoting user-focused decisions.
- Elevated web application development through the creation of graphics, animations, interactive prototypes, and micro-interactions, driving user engagement and operational efficiency.

### Digital Media Coordinator, Jan 2019 - Sep 2021

*Only Good TV, Norwalk*

- Reduced costs by \$5,000 by internalizing PowerPoint deck creation, eliminating vendor outsourcing.
- Boosted YouTube and Instagram TV viewership for 'Breaking Beauty' through strategic social media efforts.
- Led intern team to develop innovative marketing content, enhancing creativity and skillsets.
- Optimized graphics for Roku syndication, ensuring high-quality visuals across multiple platforms.
- Developed talent communication strategies for social media campaigns, improving engagement and reach.

### UI/UX Designer & Lead Graphic Designer, Jan 2018 - Jan 2019

*Kitchen Brains, Stratford*

- Analyzed user needs and market trends to design intuitive UI/UX for McDonald's, Moffat, and Forno Bravo.
- Implemented innovative design solutions, earning Marketing Team Member of the Month.
- Reduced trade show expenses by \$25,000 through in-house project completion for kiosk visuals.
- Collaborated with cross-functional teams to create training materials, boosting efficiency and compliance.
- Designed packaging and device overlays with Adobe Illustrator, enhancing user experience.

### Marketing Coordinator, Jan 2017 - Jan 2018

*Haynes Group, Seymour*

- Developed two company websites using WIX, enhancing online presence and user engagement.
- Designed marketing materials for T-shirts, fence screens, and banners, boosting brand visibility.
- Implemented UX improvements and social media campaigns, growing online customer relationships by 30%.
- Tracked marketing campaign responses, utilizing market trends to optimize product marketing.
- Communicated with contractors to address inquiries and quotes, ensuring smooth project execution.

### UI/UX Designer - Contracted Position, Jul 2016 - Aug 2016

*KnockMedia, New Haven*

### Temp Store Graphic Artist/Illustrator, Jan 2013 - Apr 2014

*Whole Foods Market Greenwich, Westport, Greenwich*

## Education

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### Bachelor of Science in Graphic Design, Aug 2008 - Dec 2013

*Southern Connecticut State University, New Haven*

## Courses

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### UX Design Bootcamp, Jan 2024 - Feb 2024

*BrainStation*

### Start the UX Design Process: Empathize, Define, and Ideate, Aug 2022

*Google Career Certificates*

### Foundations of User Experience (UX) Design, Jan 2022

*Google Career Certificates*

### Figma for UX Design, Jun 2022

*Linkedin*

## Skills

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UX Design, Brand Strategy, Motion Graphics, Prototyping, Creative Direction, Graphic Design, Wireframing, Digital Marketing, Content Creation, Problem Solving, Visual Communication, Project Management, Typography, Color Theory, Illustration, Social Media Strategy, Photography, Art Direction, Brand Auditing, Market Analysis, Customer Engagement, Design Thinking, Interactive Design, Visual Identity, Brand Development, Digital Illustration, Brand Positioning, Design Systems, Quality Assurance, Campaign Development.

## References

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Donna Nicol, Rosco Labs (*donna.nicol@rosco.com*, +1 203 832 3477),

Lawrence Shienman, Only Good TV (*lmsheinman@gmail.com* , +1 203 249 1034),

Craig Cinder, Centerboard (*craigcinder91@gmail.com*, +1 203 520 5340),

Rosamond Koether, Kitchen Brains (*rkoether@kitchenbrains.com*, +1 203 856 4204), Robert Hotaling (+1 860 966 8313),

Patrick Haynes, Haynes Group (*pthaynes@haynesmaterials.com*, +1 203 888 8117).