

SHIRA COHEN

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PROFESSIONAL SUMMARY

Creative leader and visual problem solver with over 15 years of experience whose design skills are adaptable across industries. Strategizes innovative designs driven by data and industry trends. Build and lead high performing agile creative teams. Digital first thinker who collaborates with cross-functional partners to make business goals come to life in branding, 360 marketing campaigns, product launches, and photoshoots.

EXPERIENCE

buybuy Baby, *Digital Art Director, Marketing & Branding*, 2018–Present

- Oversee and execute creative strategy for brand marketing campaigns to support \$1.2B business across web, email, social, blog, app, and direct mail
- Built and manage a team of seven staff and freelance designers to increase in-house expertise and reduce external spend
- Conceptualized the digital registry guide featuring monetized brands to result in a \$2M incremental vendor income and increase nationwide customer reach
- Direct lifestyle photoshoots to be more diverse and inclusive representing target audience which resulted in increased customer acquisition
- Implemented new branding to build awareness and identified opportunities to integrate content into marketing channels resulting in enhanced engagement
- Collaborated with cross-functional teams to execute strongest omni-channel Black Friday campaign in company history resulting in a +5% revenue YoY
- Streamlined creative process utilizing data to templetize email and web assets for alignment, brand features, and increased design efficiency by 30%
- Designed packaging system to enhance brand visibility and boost productivity, resulting in a \$4M reduction in e-commerce gift wrapping labor expenses
- Present concepts and designs to President of Brand, SVP of Creative, CMO, and business partners to gain alignment and simplify approval process

ANN INC., LOFT, *Associate Art Director, Marketing*, 2015–2018

- Lead creative from wireframing to execution in launch of LOFT Outlet's \$50M e-commerce business supporting merchandising and marketing strategy
- Utilized data insights from A/B testing and industry trends to create agile storytelling emails designs to increase customer clickthrough rates 4%
- Created seasonal omni-channel campaigns by collaborating with SVP of Merchandising to understand business objectives, increasing traffic to featured categories by double digits
- Implemented and art directed cost-effective seasonal photoshoots partnering with merchants, stylists, marketing, and photographer to highlight elevated key looks resulting in increased add-to-cart rates
- Developed LOFT Outlet's digital look and feel for launch of first ever social and paid media campaign to increase customer acquisition
- Managed and trained a team of designers to execute innovative designs across web, email, social, paid media, store signage, and direct mail

ANN INC., LOFT, *Sr. Graphic Designer, Graphic Designer, Asso. Designer*, 2008–2015

- Recognized for exceeding expectations resulting in new roles and expanded responsibilities as the brand grew in footprint by 125%
- Collaborated with vendors to optimize production timelines allowing for agility, increase quality, and reduced overall production costs

HarperCollins Publishers, *Assistant Designer*, 2007–2008

Comcast Spotlight, *Freelance Designer*, 2006–2007

EDUCATION

Drexel University, Philadelphia, PA
Bachelor of Science, Graphic Design
Summa Cum Laude

CONTINUING EDUCATION

General Assembly, New York, NY
UX Design

Noble Desktop, New York, NY
Sketch, UX Design

COMPUTER SKILLS

Adobe Creative Cloud
Illustrator
Photoshop
InDesign
Bridge
Adobe Experience Manager

Sketch
Figma
InVision
Miro
Google G-Suite
Basic HTML & CSS

Keynote
Pages
Numbers

Microsoft Word
Word
PowerPoint
Excel

Workfront
Basecamp
Asana

HONORS & AWARDS

CEO Award, Bed Bath & Beyond
Live LOFT Employee Award
Creativity Annual Awards,
Published and Recipient
Annual University & College
Designers Association
USDA International Design
Competition, Excellence Award

VOLUNTEER EXPERIENCE

DOROT, 2008-2018
Young Professionals Circle, Co-founder