



Carrie Duncan

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Objective

With 20+ years of experience, I seek to lead a dynamic team in a collaborative, creative environment, driving innovative, on-brand designs across product and marketing channels in a remote or hybrid setting.

Areas of Expertise

Creative/Art Direction

- Develop comprehensive creative briefs and oversee project management from concept to execution.
- Design original, on-brand artwork across all marketing channels, ensuring relevance and impact.
- Lead and inspire design and marketing teams to bring creative visions to life.
- Collaborate with vendors to deliver files for print, UI design, PR campaigns, and manage projects through every phase from inception to completion.
- Provide art direction for professional photoshoots, including both children and adults in educational and professional development settings.

Branding and Identity Development

- Develop brand identities for new organizations or lead rebranding efforts for established ones.
- Create and implement comprehensive style and branding guidelines.
- Ensure consistent application of branding across multiple marketing platforms and channels.



Content Marketing

- Craft compelling stories through targeted marketing campaigns.
- Ensure consistent and cohesive messaging across all channels.
- Design, execute, and manage email and social media campaigns.
- Develop downloadable content to drive lead generation and strengthen brand awareness.
- Oversee the creation and management of web landing pages and blogs.
- Optimize for SEO, conduct testing, and analyze performance to refine strategies.



UI/UX

- Lead web development teams to deliver high-quality projects within tight deadlines.
- Design custom, responsive web experiences for both desktop and mobile users.
- Develop intuitive UI/UX designs for marketing campaigns and online subscription services.
- Create original page layouts, from concept to final execution.
- Proficient in WordPress, custom HTML, and CSS for seamless, tailored web solutions.

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Social Media

- Craft compelling stories through social media campaigns with strong calls to action and brand awareness.
- Design and execute engaging social media graphics.
- Manage both paid and organic social media campaigns to drive engagement and growth.
- Proficient in platforms including Facebook, Instagram, Twitter, and LinkedIn.
- Expertise in creating both motion and static graphic designs.



Print Design

- Create impactful marketing collateral, including brochures, one-sheets, eBooks, and catalogs.
- Design eye-catching conference event booth banners.
- Develop product packaging and retail point-of-sale (POS) displays.
- Design engaging window displays and window decals to enhance brand visibility.



Illustration

- Create storyboards and concept sketches to bring ideas to life.
- Design unique, memorable characters.
- Produce detailed ink illustrations and watercolor paintings.
- Handle book production and prepare artwork for printing.

Experience

Illustrative Mathematics

- September 2023 to present
Brand and Creative Director
- July 2022 to September 2023
Sr Creative Services Manager
- April 2021 to July 2022
Creative Services Manager
- July 2017 to April 2021
Marketing Manager

Illustrative Mathematics

September 2023 to Present

Creative and Brand Director

- I oversee the development of IM's visual marketing and brand assets from concept to completion, ensuring brand excellence and consistency across all design and content marketing efforts. My role involves communicating and promoting the value of the IM brand, its certification, and other products and services in a visually compelling way that aligns with the organization's identity.
- I lead a team of graphic designers, web developers, and writers focused on creating both print and digital marketing materials, websites, and other content marketing assets. I direct the design strategy and production of all marketing materials, conducting competitor research, exploring cutting-edge design techniques, and studying K-12 mathematics standards to develop innovative design concepts and prototypes. Additionally, I contribute to the creation of efficient creative workflows that guide multi-disciplinary teams through the production process.
- I develop and maintain all IM branding style guide elements, including logos, color palettes, typography, and templates, ensuring cohesive and effective visual communication across all platforms. I play an active role in marketing campaigns and communications, providing impactful graphic design to support these initiatives.
- As part of my responsibilities, I manage the company website, ensuring the layout and design align with IM's brand and adhere to SEO best practices. I also prepare and implement the IM social media and blog strategy, ensuring all content is visually aligned with the brand's identity. I take creative ownership of social media outreach, focusing on building brand awareness and generating interest in IM's products and services.
- In addition, I manage budgets for creative projects, oversee the hiring of employees and contractors, and track the progress of various initiatives to ensure timely and successful completion.

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Experience continued

Evan-Moor Educational Publishers

November 2005 to July 2017

Associate Art Director

- **Project Management & Art Direction:** Lead and manage the art direction for all current marketing campaigns, including catalogs for multiple sales channels, email campaigns, web design, print materials, and trade show booth graphics.
- **Graphic Design (Print & Digital):** Create and execute both print and digital graphic design across all facets of marketing campaigns, ensuring consistency and visual appeal.
- **UI/UX Design:** Design seamless user interfaces and experiences for online subscription services, iOS apps, and interactive desktop applications, prioritizing user engagement and functionality.
- **Front-End UI/UX Design:** Develop hand-coded HTML and CSS for all online marketing materials, including redesigns and updates to online catalogs, microsites, landing pages, social media content, banner ads, and blog assets.
- **Print Vendor Coordination:** Prepare and manage marketing materials for print vendors, ensuring high-quality production and alignment with brand standards.
- **Branding & Identity:** Foster and maintain the integrity of the corporate brand, including logo design, style guide development, and the consistent application of brand identity across all print and digital marketing initiatives.
- **Educational Marketing Design:** Design and produce educational marketing materials, including custom hand-drawn illustrations, original and stock photography, photo collaging, manipulation, and typography. These materials are distributed to public and private schools across the U.S. and internationally.

West Marine Products

June 2003 to November 2005

Visual Presentation Specialist/Project Manager

- **Project manage visual displays and POS projects**
Manage projects from inception to completion, including the design and production of new display units for 350 retail locations, marketing signage, store décor graphics, and window graphic programs.
- **Collaborate with vendors, designers, and internal teams** to gather project components, organize incoming materials, and deliver successful outcomes within tight deadlines.
- **Engineer and source visual display units, point-of-purchase (POP) displays, and signage hardware** to meet project requirements.
- **Design and develop detailed installation instruction packets** for display units and signage hardware, including step-by-step written instructions, accompanying visuals, and distribution to all 350 store managers.
- **Assist in editing and refining informational text** for inline product signage and overall store décor graphics, ensuring clarity and consistency.
- **Adhere to West Marine Products' corporate branding guidelines** to ensure proper layout of text documentation and design elements across all materials.

Adobe Illustrator



Adobe InDesign



Adobe Premiere



Wordpress



Hootsuite



Salesforce/Pardot



Google and Office Suite



Slide Presentations



Figma



Asana

