

CRESSIDA PAYAVIS

cpayavis@hotmail.com
www.cressidapayavis.com

WORK EXPERIENCE

Self Employed
Senior Art Director
New York, NY
06/2010 - Present

Designed identity systems, packaging, ads, editorial, brochures, websites, eblasts, social media pages and banner ads.

CONDÉ NAST Advertorials,
Collateral, Eblasts, Branding.
DRAGON ROUGE Packaging.

DUNE ROAD GROUP
Advertising, Branding, Brochure,
Eblasts, Packaging, Web.

Select NY
Senior Art Director
New York, NY
08/2006 - 06/2010

Responsible for creative conceiving, photo art direction, layout and production of ads, catalogs, brochures and packaging. Designed retail windows and in-store displays. Created new identities and wrote and designed corporate brand manuals. Designed websites, conceptualized viral campaigns. Directed a team of designers and freelance staff on large projects, pitches, etc.

AMWAY Catalog, Corporate Design Manual, Give-aways, Identity and Branding, Packaging, Storyboard, Viral, Web.
AVRIL LAVIGNE GWPs, In-store, Online, Packaging.
BECKS Advertising Pitch.
DKMS Brochures, Invites, Retail.
DOC PRICE Catalog, Identity and Branding, Interior Design Development.
CHRISTINA AGUILERA GWPs, In-store, Online, Packaging.
HUGO BOSS Packaging.

MONT BLANC Retail Windows.
RADISSON Advertising, Collateral.
SASSOON Corporate Design Manual, Identity and Branding, Signage, Storyboards.
SC JOHNSON Packaging.
SEBASTIAN Catalog.
SWAROVSKI Advertising, Branding, Catalog, Corporate Design Manual, GWPs, Packaging, Product Development, Retail, Signage, Storyboards, Viral, Web.

Self-Employed
Art Director
New York, NY
03/2005 - 08/2006

Responsible for creative conceiving, photo art direction and model casting for catalogs, magazines, brochures and mailers.

AMAZON Catalog.
BED BATH & BEYOND Brochure, Catalog, Mailers, Photo Art Direction.
CIRCUIT CITY Catalog.
FORTUNOFF Brochure, Catalog, Invites, Photo Art Direction.

KOHL'S Catalog.
MICHAEL C. FINA Catalog.
OFFICE DEPOT Catalog, Photo Art Direction.
PAUSE MAGAZINE Layout, Photo Art Direction.
REDCATS Web.

AGA Marketing & Design
Art Director
New York, NY
01/2003 - 03/2005

Responsible for creative conceiving, photo art direction, layout and prepress production of catalogs, brochures, packaging and mailers. Directed models, stylists and crew on environmental and fashion photography; in studio and on location. In charge of photography, both film and digital, from placement through retouching and final color approval. Frequent interaction with clients to develop creative solutions based on strategic branding objectives. Supervision of freelance production staff.

ALPHA SHIRT Catalog.
AVON Brochure, Catalog, Mailers.
GODIVA Catalog.
LOWE'S Catalog.
MERCEDES BENZ Catalog.

MET MUSEUM OF ART Catalog.
OFFICE DEPOT Catalog, Photo Art Direction.
TUMI Catalog.

Popular Science Magazine
Photo Editor
New York, NY
10/2001 - 12/2002

Responsible for sourcing and hiring photographers. Conceptualized shots, art directed and organized photo shoots, acquired stock photography and conducted photo research. Edited film and delivered final photography on deadline and within budget.

Cuddledown
Designer
Portland, ME
07/1999 - 04/2001

Conceptualized photography for catalog and sketched detailed illustrations to create a working set for featured products. Photo art directed models, stylists, and photography crew for tabletop and home; in studio and on location. Art directed and designed promotional materials from concept through completion; including ads, brochures, signage and packaging. Supervised color for catalog and direct consumer pieces. Re-designed look and layout of website and prepared all graphics.

FLUENT SOFTWARE

InDesign, Photoshop, Illustrator, Dreamweaver,
Flash (intermediate), Microsoft Office.

EDUCATION

School of Visual Arts, 2004
School of Visual Arts, 2003
New York, NY

Making Type Talk, Edward Benguiat
Designing with Type, Kevin Brainard

University of Vermont 1994
Burlington, VT

BA Studio Art