

# **Vicki Dixon**

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## **PROFESSIONAL EXPERIENCE**

### **CINMAR, a division of HSN – Cincinnati, Ohio**

**2012 – present**

Senior Digital Designer, eCommerce

- Lead, concept and create the merchant and marketing strategies for the Frontgate and Grandin Road ecommerce divisions, building on and elevating the brands.
- Create and maintain style guidelines that support the Frontgate and Grandin Road brands
- Work closely with the marketing and merchant teams to concept and develop email marketing campaigns including designing templates and working with Exact Target.
- Work closely with ecommerce and creative teams to lead and develop rich, interactive user experiences for the brand
- Active participation in photo art direction for corporate brand campaigns
- Skilled lead in presentation of concepts to corporate executive teams

### **FRESH GAMES LLC – Columbus, Ohio**

**2008 – 2012**

Art Director

- Concept and design all print and web design for mobile gaming company.
- Served as Art Director for photography and creative for all videos produced for marketing.
- Earned high praise for innovative designs used at trade shows in Kiev, Amsterdam and Seattle, WA
- Created concept and served as Associate Producer for iPhone/iPad game application including in-game designs and branding/marketing
- Manage all social media marketing [i.e. Facebook, Twitter, YouTube]

### **VICKI DIXON CREATIVE – Mason, Ohio**

**2006 – present**

Owner / Creative Director

- Award-winning freelance graphic design business offering creative print, web design, professional logo design and photography services
- Successful projects completed for The Arnold Classic International Bodybuilding Expo; Burlington Coat Factory; Sensient; DSW; Filene's Basement; USAPL Alaska; British Columbia Naturals', Lord & Taylor; Value City Department Stores; Metropolitan Association For Philanthropy; Agilix; Stone-Campbell Journal
- Won national design contest with USAPL for Arnold Classic Logo Design

### **RETAIL VENTURES INC.**

**2005 - 2008**

Senior Art Director / Manager

- Supervised six graphic designers and copywriters in addition to freelance designers
- Created successful store re-brand identity and campaign

- Lead various departments such as Visual Merchandising, Marketing, Outside Vendors and Corporate Internet Team in creative implementation strategies
- Project Leader on several highly successful advertising campaigns increasing sales by 200% over the previous year
- Chosen as Project Leader on market test campaign to support new store philosophy; results demonstrated an outstanding increase in sales for test markets and customer feedback re-affirmed success of this campaign
- Lead in photo art direction including hiring talent, scouting locations and overseeing photo shoots

**THE MAY DEPARTMENT STORES COMPANY – St. Louis, MO**

**1995 – 2005**

Senior Art Director

- Managed the department in the Creative Director's absence supervising four graphic designers
- Created graphic and visual in-store promotional displays for 400 plus stores including design, printing, photography, budget management, vendor negotiations, visual merchandising displays and overseeing store implementation.
- Collaborated with various departments to provide graphics for advertising, broadcast, human resources and corporate communications
- Worked with outside talent in Los Angeles, Miami, New York, Dallas, Chicago, and St. Louis
- Created innovative print and interactive designs for several corporate graphic programs
- Led a design team responsible for creating award winning annual reports
- Worked directly with company CEO on corporate events planning
- Chosen by the President of the company to oversee personal design projects including fine art and private events

**GATEWAY APPAREL**

**1989 – 1995**

Graphic Design Supervisor

- Supervised five graphic designers
- Lead designer on projects for in-house advertising department including circulars, broadcast media, direct mail, brochures, signage, newspaper ads and more
- Coordinated all photography projects by hiring talent, scouting shoot locations, budget management, photo retouching and printing
- High involvement in design and implementation for visual merchandising store displays
- Collaborated with outside print vendors in Chicago and St. Louis

**BUTLER DESIGN SERVICE**

**1987 - 1989**

Production Artist

- Production artist and illustrator for company clients such as McDonnell Douglas, Boeing, Monsanto and Southwestern Bell.
- Job responsibilities expanded to include executive assistant to the owner

**EDUCATION**

**ORAL ROBERTS UNIVERSITY, Tulsa, OK**

Bachelor of Arts – Commercial Art

**MERAMEC COLLEGE, St. Louis, MO**

Electronic Publication Studies