

GEOFF WAGNER  
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## EXPERIENCE

### **Managing Art Director**

Shutterfly Inc.  
September 2015 – Present

Designing page layouts, illustrations typographic placements and writing copy for new photo book and calendar styles that will surprise and delight customers.

Managing internal design team and external contractor designers in the creation of new designs from concept to launch. Overseeing timeline of projects to guarantee on time and on budget launch.

Lead weekly critiquing sessions with various stakeholders to guide in progress design work.

Product design leader on site wide overhaul of our customer facing creation platform. Developed design grid and style guide protocols that give customers an easier creation experience of a professionally designed product ultimately growing our customer base and driving increased revenue.

Collaborating with multiple internal teams on best practices for integrating machine and deep learning algorithms into product creation.

Monitoring market and design trends to ensure our product assortment stays current and resonates with consumers.

Collaborate cross-functionally with merch and production teams to ensure a seamless product launch every quarter.

### **Senior Designer**

Banana Republic  
June 2010 – September 2015

Developing brand campaigns aligned with the company's marketing plan and strategic goals from season to season.

Executing the design of direct mail pieces, promotions, packaging, logos, marketing and branding materials across print, physical and digital spaces.

Art direction of photo shoots, stylist, junior design team and image retouching agency to create strong and on-brand assets for marketing.

Concept and execution of strategies to help drive sales and customer engagement.

## EDUCATION

BFA Graphic Design  
Academy of Art University, 2007

BFA Journalism  
Eastern Illinois University, 2004

## PROFICIENCY

Adobe Creative Suite: Illustrator, InDesign, Photoshop, Acrobat, Lightroom  
Sketch

GEOFFISADESIGNER.COM