

MARYAM CRISTILLO

SUMMARY

I am a leader driven by empathy with a focus on developing an environment where curiosity, exploration, and innovation can flourish.

Learn more:
www.maryamcristillo.com

EDUCATION

PRATT INSTITUTE '13
MS., Communications Design

BLOOMSBURG UNIVERSITY '10
BA., Double Major, Studio Art
& Anthropology
Minor, Art History, & Concentration,
Digital Design

PENNSYLVANIA STATE UNIVERSITY '09
Archaeological Field School
Mendes, Egypt

CONTINUED EDUCATION

GENERAL ASSEMBLY '15
UX Boot-camp, New York, NY

PRATT INSTITUTE '13
Transnational Design Workshop
AKV St. Joost Breda, Holland

SKILLS

Team Leadership and Management
Brand Strategy
Ideation and Concept Development
360 Visual Storytelling
Digital Content Development
Mobile and Desktop Site Optimization
User Experience
Prototyping
A/B Testing
Production & Delivery
Grid Layout & Design
Photo & Video Operations
Video Art Direction

WORK EXPERIENCE

SENIOR CREATIVE MANAGER

Lindt & Sprungli, New Hampshire, January 2020 - Present

- Lead internal creative and brand teams on concept product development through art commercialization.
- Provide structure and guidance in the development of the creative process through quality briefs and optimized workflows.
- Apply integrated design thinking methods to improve designers' problem-solving skills and evolve design systems.
- Assign and facilitate internal and external design agency resources through the creative process for digital and print workflows.
- Establish toolkits and design systems playbook for cohesive communication across touchpoints, such as OOH, displays, packaging, paid media, organic social, video, and e-commerce.
- Bring levity and inspiration to the Creative and Marketing teams with collaborative brainstorming sessions, engaging workshops, and skill-sharing.

DIGITAL ART DIRECTOR

Victoria's Secret, New York, September 2018 - 2020

- Directed teams to maintain creative projections for 360° e-commerce experiences for Victoria's Secret, Victoria's Secret Swim, and third-party brands.
- Developed an overall campaign framework and strategy for omni-channel campaigns to brief the marketing, merchandising, copy, and creative teams.
- Optimized online product strategies based on consumer/shopper insights, shopper personas, journeys, mindsets, need states, and barriers.
- Supported deep dives into trends and consumer behavior to inform research, foster innovation, and encourage creativity beyond industry trends.
- Ideated and collaborated with cross-functional partners to support and roll out seasonal directions.
- Built cohesive brand storytelling presentations for key stakeholders and teams in preparation for photo and video shoots.

CREATIVE DIRECTOR

Naadam, New York, April 2017 - September 2018

- Hired and mentored talent across creative, marketing, and development teams to scale the business.
- Developed branding and managed visual systems to maintain alignment across all consumer touchpoints.
- Partnered with the CEO and CFO to develop investor pitch decks and brand financials that raised \$16M in Series A funding.
- Met 1MM in sales target within the first year.
- Partnered with cross-functional partners in digital e-commerce and merchandising to ideate and develop collections for home and landing pages.
- Translated overall business and core brand objectives into clear creative strategies for cross-functional teams.
- Guided and empowered creative, copy, and marketing teams to evolve and deliver high-level creative.
- Conceptualized and produced seasonal photoshoots for Naadam.
- Provided clear direction and feedback to designers, web developers, copywriters and photographers for all digital, print, and in-store initiatives.

SOFTWARE EXPERTISE

Figma	Adobe CC
Sketch	Acrobat
Adobe CC	Lightroom
Illustrator	Dreamweaver
Photoshop	HTML/CSS
InDesign	Final Cut Pro X
After Effects	Key Note
Premier Pro	Microsoft Office

LANGUAGES

English
Native Speaker

Arabic
Conversational

WORK EXPERIENCE CONTINUED 2012 - 2017

SENIOR DESIGNER

Victoria's Secret, New York, July 2016 - April 2017

- Led and oversaw 360° strategies in concept direction for Victoria's Secret and Victoria Sport.
- Trained and mentored junior designers through site launches, design refreshes for home and landing pages, editorial features, and special initiatives on mobile, tablet, and desktop.
- Strategized and collaborated with the photography, copy, digital marketing, and merchandising teams to plan assets and create seasonal brand stories and campaigns.
- Assisted the photo art director and production teams with off-site photoshoots.
- Art directed social and website video production and editing.

WEB DESIGNER

Victoria's Secret, New York, January 2015 - July 2016

- Worked closely with the creative director and web design team to extend and optimize web functionality, site architecture, user interface, and navigation.
- Contributed to UX and UI design by refreshing VS app icons, optimizing for chrome, updating user flows, and templates.
- Collaborated with web developers on new feature ideation, fixing product defects, and A/B testing initiatives.
- Organized monthly out-of-office workshops, lectures, and events for the digital team in order to form a professional learning community that provided a safe space for exploration and innovative ideas.

DIGITAL DESIGNER

MRM//McCann, NJ, September 2013 - January 2015

- Collaborated with the art director, creative director, UX/UI, developers and account teams to create visually engaging interactive experiences that supported the overall brand objectives and strategy.
- Led seasonal digital brand campaigns under the supervision of the art director.
- Developed marketing ad units, rich media, and robust content initiatives for clients such as IHOP, Army Strong, Maybelline, and Pitney Bowes.

DIGITAL DESIGNER

Jack Rogers, New York, April 2012 - September 2013

- Managed web and in-store installation projects with evolving objectives.
- Contributed to the e-commerce digital strategy by generating concepts.
- Developed detailed storyboards and mock-ups to effectively communicate design ideas.
- Worked closely with the product manager on seasonal styling, patterning, mock-up design, and lookbook creation.