



creative director

Great depth of knowledge in Creative and Strategic Brand Development, Art Direction of Photography, Print, Digital, Video and Creative Team building/management. Not afraid to break some rules.

KEY SKILLS

*Great strategic thinker
and storyteller*

*Understands what it takes
to build and sustain
a brand*

*Impeccable taste and
aware of latest trends*

*Champion of creative
process*

*Great depth of experience
directing photography
and outside vendors*

Always meets deadlines

*Proficient in budget
management*

*Proven track record in
supporting global sales
and merchandising teams*

*Expert understanding of
emotionally connecting
with consumer*

*Strong knowledge of
Adobe Creative Suite*

BRAND CREATIVE DIRECTOR

SWAROVSKI/CHAMILIA, CRANSTON, RI

July 2014 to Current

- Partnered with international marketing and sales team to strategically assess the marketplace, current customer and growth potential on an ongoing basis
- Created and implemented new logo and global brand direction across all mediums, including, visual merchandising, POS presence, packaging, print, web, trade show and broadcast. Designed ads placed in Vogue, Oprah, and InStyle Magazine.
- Developed photography style and art directed over 20 product and model shoots a year, providing assets for European and US print, web, retail and advertising use
- Responsible for the art direction, shooting, retouching and filing of over 25,000 images a year
- Successfully managed, championed and inspired creative teams in the US and UK on implementation of international seasonal launches
- Design directed, partnered and managed packaging vendors, creating over 30 luxe boxes
- Developed a unique and specific to Chamilia, illustration style and created over fifty illustrated works for use in print, web, animation and broadcast
- Expertly managed printing quotes for competitive bidding, print proofing and press approvals.
- Determined style direction through creation of mood boards for photo shoot and design teams
- Managed copywriting for all marketing, printed and web

FREELANCE CREATIVE DIRECTOR

SWAROVSKI/TOUCHSTONE CRYSTAL, CRANSTON, RI

September 2010 to July 2014

- Successfully re-designed and developed a more fashion forward look for brand
- Hired and managed photo team. Created distinct photo approach for product and fashion styling
- Oversaw the execution of catalogue, sales support materials, and web assets
- Supported national sales team with campaigns tailored to current changes and needs



ALYN CARLSON

creative director

COMMUNITY

Arts Mentor to high school students seeking education guidance.

Students mentored have received educations at RISD, Parsons, Pratt, MASS ART, California College of Art, and School of Visual Arts

EXTRAS

Garnered Hatch, One Show, and Communication Arts awards

Featured in Photo District News, CA, Design Sponge, Redbook, Boston Magazine, CNN

Abstract landscape painter with work in local and national galleries and collections

Voice-over talent for Loreal, Lewis and Clark Museum, Bryant College, and Brighams Ice Cream

FREELANCE CREATIVE DIRECTOR

January 2000 to July 2014

NEW ENGLAND AD AGENCIES

- Quickly came up to speed on clients and strategies for creative projects and conceptualized advertising campaigns with copywriters and creative teams
- Lead in-house teams on pitches and won new business in medical, education, manufacturing, finance, insurance, and technology
- Worked regularly at Hill Holiday, Pagano Schenck and Kay, Monahan Lubars and Kelly, Small Army, Conover Tuttle Pace, Clarke Goward, Wallwork Curry and DMNA

OWNER AND MANAGER

January 2000 to July 2014

ALYN CARLSON ART AND DESIGN, MASSACHUSETTS

- Specialized in boutique and artisanal clients in industries such as healthcare, food, home decor, landscape architecture, fashion, and entertainment
- Won the business of over 50 clients to develop brand personality and launch, including naming, art direction of photo shoots, logo design, advertising, packaging, print and direct mail
- Designed and managed website and social media for clients which garnered exceptional growth of up to 200% increase in sales

ART DIRECTOR

BBK ADVERTISING AND PR, MASSACHUSETTS

- *Sandoz Pharmaceutical* Art directed print and broadcast for marketing campaigns
- *Neighborhood Health Plan, Tufts, Brigham and Womens Hospital* Art directed advertising, print and broadcast in local and national market.

JASON GRANT ADVERTISING, RHODE ISLAND

- *Gant Mens Clothing* Art directed large seasonal location shoots in New England and across the country. Managed all aspects of shoot including art direction, real people casting, styling and location scouting. Created award winning ads placed in *Vogue, Cosmo* and *People*
- *Ciao! Shoes, Donna Karan, Whiting and Davis, Crystal Brands* Worked seasonally with NY based luxe brands to plan and create creative campaigns. Art directed and styled shoots for ads running nationally in *Seventeen, Sassy, People, Footwear News, Yankee* and *Accessories*

EDUCATION Swain School of Design, Fine Art New Bedford, MA

RI School of Design, Graphic Design Providence, RI