



CARLY DUTCH-GREENE

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WORK EXPERIENCE

May 2022 – Present

Senior Art Director, Rhythm Energy

Conceptualize and execute marketing campaigns to enhance the brand, gain customer recognition, and increase sales. Work collaboratively and independently to solve complex problems and find creative solutions to strategic objectives and requirements. Ensure the spirit and vision of the company is captured across all channels. Expand on the pre-existing brand guidelines to create a more refined and elevated vision.

June 2015 – December 2016

Visual Designer, Levels Beyond

Led company wide rebrand which included: conducting discovery and process meetings with corporate leadership; execute art direction & design for all identity assets for print, web and broadcast; complete redevelopment of 250+ visual assets. Interpret complex engineering vernacular into concise designs to be used across various platforms.

April 2018 – April 2022

Senior Visual Designer, Sounds True

Defined comprehensive brands for the b-to-c online course division. Art directed & designed effective, on-brand, and on-strategy creative for web pages, marketing funnels, email, social media (paid & organic), print, and video. Worked with a large creative team & project stakeholders. Created conceptual & thoughtful designs using UX/UI principals & ADA standards. Hundreds of thousands of customers reached and engaged.

January 2012 – Present

Freelance Designer, Brand & Website Development

Develop an understanding of the client and project objectives. Create concepts based on client needs. Manage elements of project, including but not limited to: wire-framing, logo design, web design & development, visual language creation, photography, and art direction. Receive feedback & take necessary steps to ensure client satisfaction.

EDUCATION

Graduated 2015

Bachelor of Fine Arts, Focus in Digital Design

University of Colorado Denver

Dean's List, Student of Excellence Award

Completed 2014

Design Practices & Scandinavian Design Theory

Danish Institute for Study Abroad

Visual Arts Scholarship

SKILLS

Art Direction

Brand Development

Graphic Design

Wireframing

Web Design

UX/UI

Typography

Photography

3D Rendering

Motion Graphics

PROFICIENCIES

Illustrator

Photoshop

InDesign

After Effects

Figma

Sketch

HTML/CSS

InVision

WordPress

HTML Email

ACHIEVEMENTS

2015

First Place - Brand Design and Development

First Place - Motion Graphics

Digital Visions 2015 (75+ Final Nominees)

2014

Featured Designer

Large Marketing Campaign (1 of 5 Designers)

Denver Performing Arts Complex - Denver, CO

2015 - Present

Volunteer Design Instructor

Open Media Foundation - Denver, CO

2014

Design Team for Emmy Ceremony Graphics

Heartland Chapter - Art Direction (Group of 25 Designers)