



Renée Tessier Nunley

Art Director | Visual Designer

Objective

I leverage artistic talent and strategic vision to direct and deliver engaging print, web and interactive projects that make an impact. I have experience in Advertising, Branding, Project & Campaign Management, Interactive Web & Email Design, Pre-press and Pre-flight, and Creative Team Development.



Experience

ENTRÉE HEALTH | NYC

Art Supervisor, Dec 2017–Present

- Supervise art direction and act as an advisor to junior art staff
- Create the best visualization of each request while staying within budget
- Manage day-to-day issues and functions of team dynamics
- Collaborate with Copy and Account Services to ensure that strategic goals and objectives are met
- Establish relationship with clients while pitching ideas and strategy

Accomplishment

- Brand clients to prepare for label receptions and FDA approvals of oncology drugs

REMEDY PARTNERS | NYC & DARIEN, CT

Art Director, Apr 2014–Sept 2017

- Report directly to Creative Director inside in-house agency; create, review and implement design systems and pieces with impeccable attention to detail, and employ marketing automation strategies
- Liaise with key stakeholders regarding brand awareness and best practices sessions, as well as informational sessions for marketing needs, creative and production projects and project managing
- Police brand consistency while streamlining design practices
- Manage, mentor and advise junior team members

Accomplishments

- Run a successful marketing campaign for multiple audiences, customer paths and workflows with a 24% climb in user engagement
- Create project template for event collateral and ship creative deliverables within project timeline
- Negotiate vendor relationships; cut 17% off of annual print budget

FAMOUS HORSE | NYC

Lead Designer, Dec 2011–Mar 2014

- Wireframe, build, design and QA e-commerce sites for VIM and Zacky's brands
- Direct and manage freelance photographers for product and lifestyle shoots
- Design weekly banner ads, direct mailers and responsive emails for Adidas, Puma and Clarks accounts

Accomplishments

- 27% growth in annual revenue for VIM and 32% growth for Zacky's from e-commerce sales
- Successful pitch & implementation of Ortery Photobench with 15% reduction to product shoot costs

RENEE TESSIER NUNLEY DESIGN | NYC, NASHVILLE & CT

Freelance Creative, Jan 2007–Present

Notable Companies

Condé Nast

NYSCF

Journeys

Haier America

Neighborhoodies

Think Around Corners

Clinical Recovery Specialists

Nations Roof

MTA Distributors

Martin & Company

Betty Beauty

Marymount Manhattan College

Accomplishments

- Increase user engagement on fundraising campaigns at NYSCF by 35%
- Rebrand Amana to reflect their energy star label



Skills

Photoshop	★★★★★	Lightroom	★★★★★	Eloqua	★★★★★
Illustrator	★★★★★	UI/UX	★★★★★	Google Analytics	★★★★★
InDesign	★★★★★	HTML5/CSS3/SASS	★★★★★	GoToWebinar	★★★★★
Dreamweaver	★★★★★	Bootstrap	★★★★★	JIRA	★★★★★
Acrobat DC	★★★★★	Wordpress	★★★★★	Asana	★★★★★
Sketch	★★★★★	Squarespace	★★★★★	MS Office	★★★★★
XD	★★★★★	Mailchimp/Bronto	★★★★★	Keynote	★★★★★
Invision	★★★★★	Hubspot	★★★★★		