

CAROLYN MILLER

CREATIVE DIRECTOR | DESIGN MANAGER | PRODUCER

CONTACT:



240 East 76th Street
New York, NY, 10021



carolynannemiller@gmail.com



(203) 913-1318



<http://cmiller.design>

SKILLS:

SaaS (Software)
Creative Direction
EdTech
B2B
Cross-Functional Team Leadership
Branding & Identity
Budget Management
Interpersonal Communication

PROFICIENCY:

AI Tools & Technologies
Adobe Creative Suite
Canva
Figma
Trello
Microsoft Office Suite
Google Suite
Jira
Salesforce
Smartsheet

EDUCATION:

BA, Graphic Design,
Hofstra University, 05/2000

NORTH AMERICAN DESIGN MANAGER

10/2020 – 06/2025

Learning Pool | NYC

E-learning and Behavioral Intelligence Technology

Spearheads the creative vision and delivery of world-class, adaptive e-learning content for a portfolio of Fortune 500 clients, leading a cross-functional and international team of 10. Drives the creation of rich, immersive design solutions that meet complex compliance needs, interpreting brand guidelines, and leveraging data-driven analytics. Repeat sales have increased by 50%.

Key Contributions:

- Directs the creative strategy and execution for engaging e-learning experiences for numerous clients, including IBM, Hitachi, Amazon, Starbucks, Pfizer, 3M, ADP and Procter & Gamble.
- Builds and mentors a high-performing, collaborative team (Learning Designers, Graphic Designers, UX Designers, and Project Managers), fostering an inclusive environment that consistently delivers innovative solutions. This includes providing constructive feedback and caring mentorship.
- Transforms client compliance requirements into cutting-edge, user-centered designs, incorporating branding, video, animation and immersive experiences to maximize learner engagement.
- Delegates, manages project budgets, timelines, and deliverables with meticulous attention to detail, consistently exceeding client expectations and ensuring on-time, on-budget project completion.
- Champions exceptional user-experience design across Learningpool's software, collaborating strategically with the product team on UX/UI enhancements and driving the implementation of new software features.
- Establishes and optimizes cross-functional processes with Product, Video, Commercial, and Service teams, streamlining development and saving valuable time.
- Leads talent acquisition for design roles and effectively manages relationships with third-party vendors to enhance content engagement. Stays up to date with industry trends.
- Leverages exceptional interpersonal and communication skills to cultivate strong client relationships, dependability, proactively address complex challenges, and ensure unparalleled service.

SENIOR ART DIRECTOR 06/2013 – 04/2020**Manifest LLC** | NYC

Content marketing agency specializing in digital and branded content.

Conceptualized the original visual direction of magazines, websites, apps and other content marketing creative media products with editorial team and clients. Managed a team of 4.

Designed for: tablets, web sites, e-blasts, web banners, print publications, e-newsletters, and mobile devices.

Clients Included: Ritz Carlton, JW Marriott, I3, American Optometric Association, Blue Cross Blue Shield, Cleveland Clinic, Hemaware, MetroPlus, Nationwide Financial, State Street Global Advisors, and UPS

- Drove the Strategic Redesign for Multiple Publications to Enhance Readability: Increased circulation by engaging more readers with fresh, new content design for MetroPlus, Cleveland Clinic and I3.
- Extensive Experience with Luxury/Leisure/High Net Worth Market:
Oversaw photo shoots, design concepts and worked closely with designers to execute FOB pages.

ART DIRECTOR 01/2011 – 05/2013**Integrative Marketing Services** | Norwalk, CT

Specializes in outsourced sales, merchandising and marketing services to manufacturers, suppliers and producers of food products and consumer packaged goods (CPG).

Created large displays to attract shoppers in crowded retail locations using experiential marketing.

Designed: In-store signage (Posters, Easels, Bi-folds, Signs), direct mail pieces, collateral for Shopper Marketing and Consumer Promotion Campaigns.

- Designed Augmented Reality In-Store Signage: Concept attracted attention and allowed Sam's Club and Wal-Mart shoppers to have a unique experience featuring Rachael Ray for the Food Network.
- Created Extensive In-Store Display for Samsung: Featuring branded tabletops, large signage and video.

FREELANCE GRAPHIC DESIGNER 2007 – 2008; 2011

Imprint (Sullivan Content Lab) | NYC | 2017; **Prevention Magazine** (Rodale, Inc.) | NYC (2011);

Diversion Magazine (Hearst Corp.) | NYC (2007 – 2008)

Designed: Feature layouts for leading healthcare publications and UI design for a financial services client.

- Took a Hands-On Approach to Design: Articulated photo concepts with FOB photographers and editors.
- Created UI Design: Produced content and layout for an attractive, guiding and responsive experience for Millennium Trust Company users on retirement planning.

ART DIRECTOR 02/2008 – 12/2010

UBM Medica (Oncology News International / Oncology Nurse Edition) | Norwalk, CT

Created features, departments and marketing collateral.

Designed: Web banners, websites, online advertisements and print publications.

ART DIRECTOR 02/2004 – 12/2007

Weekly Reader Custom Publishing (Reader's Digest) | Pleasantville, NY

Managed educational projects involving concept development, logo/program design, budgets and production.

Designed: Educator guides, student activities, posters, booklets, brochures, websites, and sales materials.

ADDITIONAL ROLES

ASSOCIATE ART DIRECTOR, Westport Magazine | Westport, CT (09/2000 – 11/2003). Magazine targeting an affluent, high net worth market. **ART INTERN, Paper Magazine** | NYC (1999 – 2000). Fashion magazine.