

DARCY L. SOPER

Seeking a creative role in which I can utilize my skills as a creative thinker, collaborator & multi-tasker, and fulfill my passion for all design.

FULL TIME AND FREELANCE DESIGN POSITIONS**FREELANCE ART DIRECTION & DESIGN AUGUST 2014 - PRESENT**

Art Direction and Design of print and digital branding materials for a range of businesses. Work includes Logo Design, Print and Digital Collateral, Web Design and Social Media. Conceptualize and Art Direct Photoshoots.

Clients include: Rearview Modern, On Air Direct, Strength of Hope, Starwood Retail, Philadelphia Youth Basketball, Egan Rittenhouse, Egan Miami & Egan Day, Candlestick Pilates NYC, Bridge Pilates NYC, Centerpoint Pilates NEK, Jester Chiropractic.

BROWNSTEIN GROUP, CREATIVE DIRECTOR SEPTEMBER 2013 - JULY 2014

Responsibilities included the creative strategy, concept and execution of the seasonal brand campaign for the national IKEA account. Managed a creative team of Art Directors, Copy Writers and Designers in the concept and execution of the Interactive Digital Brochure and Social Media Campaigns. Collaborated with strategy and other agencies to ensure creative aligned with the brand message for the season, including how to integrate hispanic insights. Conceptualized and Art Directed photoshoots.

QVC NETWORK JULY 2007 - SEPTEMBER 2013

Brand Creative Director January '13 - September '13
Brand Associate Creative Director December '09-December '12
Managing Designer July '07 - December '09

Provided direction for the networks brand guidelines and responsible for acting as brand filter. In partnership with the VP of Brand and Marketing team, responsible for the creative concept and execution of seasonal branded campaigns for the major multi-media retailer. Partnered with all business departments and Senior Executive team to ensure creative delivered on the business goals for each season. Oversaw and directed multi-channel platform teams on and off air in the execution of each campaign. Conceptualized and Art Directed photo and video shoots for each campaign in house and on location. Managed Sr. Art Director and Sr. Brand Copywriter as well as team members from cross functional departments including video, web, set design, direct mail and social media to ensure consistency in brand messaging.

FREELANCE ART DIRECTION AND DESIGN FEBRUARY '06- JULY '07

Clients include: Anthropologie, Saatchi & Saatchi, BLISS Spa, Condé Nast Portfolio, domino Magazine, RADAR Magazine, Victoria Secret Beauty

CONDÉ NAST PUBLICATIONS JUNE 2001-FEBRUARY 2006

domino Magazine • Promotions Design Director October '04-February '06
TEEN VOGUE Magazine • Promotions Art Director January '04-June '04
SELF Magazine • Senior Designer June '01-January '04

Held various positions during 2001 -2006 ranging from Sr. Designer to Design Director. Responsible for the development of the brand and identity of multiple magazines. Managed and art directed all printed and online material. Produced and supervised photoshoots in studio and on location. Managed deadlines and budgets while directing and overseeing art department including Art Directors, Designers as well as Freelance Designers, Illustrators, Photographers and Stylists.

EDUCATION

School of Visual Arts, New York City - Certificate in design
 The George Washington Universtiy, Washington DC, BA Psychology

SKILLS

Adobe Creative Cloud, InDesign, Illustrator, Photoshop, Powerpoint, Keynote, Photography, Illustration, Photo Editing, Google Suite, ASANA