

AMY B. SMITH

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Sun Prairie, WI

SUMMARY

- Art Director and Brand Manager with 30 years creating print and digital marketing collateral, leading creative teams, and protecting brand consistency across channels. Experienced in cross-functional collaboration, photo direction, and brand standards for education-focused marketing.
- Proven leader skilled in mentoring and managing creative teams to deliver innovative, on-brand work
- Strong eye for typography, layout, and visual design, with a deep commitment to quality and consistency
- Respected cross-functional collaborator who aligns creative strategy with business objectives
- Extensive experience in brand management and ensuring all deliverables meet brand standards.

EXPERIENCE

Sr. Art Director

Nasco Education | Remote | 2022–Present

Lead print and digital design teams to deliver on-brand marketing materials across channels, supporting customer experience and corporate goals. Directed a full visual identity rebrand that modernized the company's look and unified marketing materials around updated brand standards.

Responsibilities:

- Lead creative development across omnichannel campaigns, producing customer-focused communications that drive engagement and sales
- Partner closely with copywriters to ensure design and messaging work seamlessly together to achieve strategic marketing objectives
- Oversee all stages of production—from concept through completion—managing timelines, deliverables, and team communication
- Direct product and model photo shoots, guiding photographers to produce compelling imagery that supports campaigns, reinforces brand identity, and highlights product value
- Maintain and evolve brand identity standards, ensuring consistency across all marketing channels
- Mentor and coach designers, providing constructive feedback to strengthen design skills and creative execution
- Develop annual production schedules and oversee workload management to optimize team efficiency
- Collaborate cross-functionally with product, marketing, and sales teams to develop creative strategies adaptable across go-to-market channels.
- Serve as a creative and process advisor, improving collaboration, workflow, and project outcomes across teams

Art Director

Nasco Education | Fort Atkinson, WI | 2020–2022

Led and mentored an eight-designer team supporting integrated marketing campaigns and product launches. Developed brand and style systems, designed catalogs and digital materials, and directed proprietary product and packaging design to maintain consistency across channels.

Responsibilities:

- Developed and implemented brand and style guidelines, templates, and visual systems for cohesive design across print, digital, and social channels

- Designed visually engaging catalogs, one-sheets, flyers, lesson plans, and digital marketing materials using advanced Adobe Creative Suite skills
- Conceptualized and executed catalog covers aligned to strategic objectives
- Directed and executed proprietary product and packaging designs
- Collaborated with external vendors to produce branded merchandise and print materials that maintained quality and brand alignment
- Streamlined production workflows to improve efficiency and consistency across projects
- Partnered with cross-functional teams to plan and execute strategic initiatives

Art Director, Corporate Initiatives

Nasco Education | Fort Atkinson, WI | 2018–2020

Led corporate design initiatives focused on brand presence and consistency across marketing and product materials. Partnered cross-functionally to support a cohesive customer experience and maintain alignment across creative outputs.

Assistant Art Director

Nasco International | Fort Atkinson, WI | 2000–2018

Led catalog layout development, reviewed final creative assets, and supported design team workload balancing. Mentored new designers and improved image database management in FileMaker to strengthen workflow consistency and efficiency.

Graphic Designer

Nasco International | Fort Atkinson, WI | July 1996 – 2000

Designed over 1,000 catalog pages annually, produced original illustrations, and coordinated photography to support catalog presentation and customer engagement. Contributed to proprietary product design while building a foundation in high-volume print production.

SKILLS

Typography, brand management, packaging design, photo direction, print production, email design, web graphic design, team leadership, mentorship, cross-functional collaboration, Adobe Creative Cloud, Figma, FileMaker, and Wrike.

EDUCATION

Associate's Degree in Commercial Art, Madison College

TESTIMONIALS

"Amy is an amazing manager and mentor to her team members, and I've always been able to count on her calm, steady leadership. She has an excellent eye for color, balance, and design, and she combines those skills with a clear understanding of business objectives. Her design expertise and critical eye are what often push her team's concepts from good to great."

–Liz Bowie, Creative Director, Nasco Education

"Amy is an EXCEPTIONAL Art Director and would be an INVALUABLE ASSET to any organization. She has deep experience and knowledge of best practices in a broad range of design applications. Amy works extremely well cross-functionally, and across all levels. She has won the respect and admiration of everyone she works with. She is lightning fast, cool under pressure, always willing to take on "extra," goes above and beyond, consistently delivers on schedule (even with unrealistic deadlines), and her design work always exceeds expectations. All in all, Amy is an absolute delight to work with, and it was truly a privilege to have Amy on my marketing team!"

–Pam Terry, Chief Marketing Officer, Nasco Education

"I've worked with Amy and would recommend her as an Art Director without hesitation. She brings solid experience and is consistently reliable, someone you can count on to deliver and keep things moving, even under pressure. She's a strong, steady leader who supports the team and helps maintain focus. On the creative side, Amy has a good eye and knows how to refine ideas to make the work stronger. A dependable and thoughtful Art Director who adds value to any team."

–Emily Simonis, Creative Director School Specialty