

FRANCES WARD

PROFILE

Highly creative and results-oriented Creative Director with 15+ years experience in developing and executing impactful brand campaigns across all major platforms. Proven ability to lead high-performing teams, foster a culture of innovation, and leverage emerging technologies to drive impactful creative solutions. Consistently delivers award-winning work that exceeds client expectations and strengthens brand equity.

EXPERIENCE

ASSOC. CREATIVE DIRECTOR | POWER-SCOPPECHIO | 4/2022 - 8/2024

- Developed and executed multi-channel brand campaigns, spanning retail, web, video, social, print, and experiential design, for international and local clients.
- Collaboratively led a creative department, providing mentorship and direction to junior team members.
- Successfully presented and sold creative concepts to internal teams and external clients.

CREATIVE DIRECTOR | MIGHTILY | 11/2015 - 4/2022

- Developed and led the creation and execution of new brands and integrated brand campaigns across various channels, including web, video, social, and print.
- Successfully presented and sold creative concepts to clients and internal stakeholders.
- Managed and mentored a high-performing creative team, fostering a collaborative and innovative work environment.
- Served on the management team, providing strategic guidance on elevating creative standards and company-wide creative vision.

SENIOR DESIGNER | ABLE & CO. | 5/2014 - 11/2015

- Conceptualized and developed comprehensive brand identities, including logo design, UX/UI website design, infographic systems, print, signage, tradeshow displays, and social media assets.
- Executed design solutions that effectively met client marketing objectives while managing all aspects of design projects.

CONTACT

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CREATIVE SKILLS

Creative Vision and Leadership
Strategic Brand Development
Illustration
UX/UI Design
Photo Shoots
Packaging Design
Storyboarding
Typography

PROFESSIONAL SKILLS

Content Strategy
Partner/Influencer Collaboration
Presentation Decks
Multi-Platform Campaigns
Microsoft Suite

DESIGN SOFTWARE

Adobe Creative Suite
Midjourney
Figma
Canva

INDUSTRIES

Arts
Beverages
Financial
Health
Non-Profit
Retail/Restaurant
Travel

EDUCATION

University of Louisville BFA,
Graphic Design