

LYNN

FERGUSON

Creative Director

INFO



Lynn Ferguson



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Website:

<https://www.visualdesignleadership.com>

TOP SKILLS

CREATIVE STRATEGY

PROJECT EXECUTION

PROFIT AND NON-PROFIT

TEAM LEADER

PRINT AND DIGITAL

BRAND MANAGEMENT

PROFILE

Over 15 years' experience applying tactical communication knowledge, consulting, business management, staff management and leadership skills for the execution of multi-channel communication projects that reflect the firm's strategic brand and marketing objectives. Lead creative teams of 6-18 employees.

SKILLS

- Leadership style is people-centered, built on trust and focused in integrity and anchored in purpose, with a balance of heart-based intention and the hard-edged expectation of superb results.
- Communication and strategy development, budget, strategic marketing, and executing design from end to end customer journey across all products and channels.
- Studied Service Design methodologies; scale design thinking across the organization to provide an effective approach on products, use a breadth of tactics (design research, collaborative work sessions, prototyping) to deliver project objectives in changing business contexts, create a customer journey map that the company can build around.
- Lead corporate print and digital design for marketing communications such as annual reports, brochures, print and on-line advertising, web site, conferences, marketing materials and magnet mail newsletters.
- Communicate the brand identity and strategy to lead internal and external efforts to ensure all relevant activities are on-strategy from a brand perspective and align with the overall communications goals of the corporation.
- Lead and collaborate in cross-functional team meetings across business units.
- Proven project management skills including scoping, planning, scheduling, metric analytics, hands-on design, staff management, budget and reporting.
- Comfortable navigating through ambiguous problem spaces in pursuit of clarity and concrete outcomes.
- Provide expertise on developing value propositions, messaging and positioning for major products, services and marketing campaigns.
- Enjoy collaborating with multi-disciplinary teams to develop a rich understanding of the human / business / technical perspectives of large product challenges.
- Fluent in design software (Adobe Suite and Microsoft Word, Office, Project, Excel, PPT, Publisher and Word-press).

EXPERIENCE

- *Senior Consultant, Centris Consulting, Pennsylvania, 2014-Current (profit)*
Military Maintenance, Operations, Organizational Productivity, Diagnostics Brand/Marketing Strategy for PPT, Digital and Print.
- *Senior Creative Director, Nuclear Energy Institute, DC, 2002-2014 (non-profit)*
Policy and regulatory organization for Fortune 500 energy companies.
Staff Leadership: Lead staff of five to produce projects that reflect innovative, high quality design/branding. Staff skills included:
 - Web Design and Development
 - Animation and Interactive Graphics
 - Print and Digital Design/Advertising
 - Videography
 - Project Management

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S O C I A L

in

<https://www.linkedin.com/in/lynnferguson329/>

1 E X P E R T I S E

I excel in change management for non-thriving creative teams (deadlines not met, details forgotten, low morale, high emotions and slow creative growth). I do this through procedures, creative briefs, project management, identifying pain points and scheduling that encompasses the whole product life-cycle; marketing, technical teams, editorial, legal, and design. This system results in comprehensive product detail, transparency, accountability, boundless creativity and deadlines met to all channels.

E D U C A T I O N

- Virginia Commonwealth University, Bachelor of Communication Art and Design, Richmond, VA
- University of Virginia, Darden School, Leadership Executive Education:
 - Leadership for Extraordinary Performance
 - Managing Conflict and Creating Consensus
 - Servant Leadership: A Path to High Performance
- Conferences and Seminars:
 - HOW— In-House Design Management
 - Getting Ahead with Google Analytics
 - eMetrics Marketing Optimization Summit

A C C O M P L I S H M E N T S

- *Web Site:* Lead the redesign team of public and member web site with vendor selection and presentation, project and budget management and acted as the principal point of contact for communicating with the vendor. Completed various stages of the web site redesign; defining audiences, content inventory, requirements, site map, user interface design, creative strategy and color concept presentation. Followed up with marketing of the new site to targeted audiences. Achieved a functional, intuitive web site that resulted in high member satisfaction.
- *Style Guide:* Created style guide for visual cohesiveness and professionalism for all communication tools. Included word templates and guidelines for producing e-mail, PPT, letterhead, logo standards, report text and cover. Taught training classes to implement guidelines to staff. This guide significantly increased the company's visual standards to outside audiences and saved annually on individual printed letterhead costs.
- *Consultation:* Consulted on cross-energy outside industry teams (electric, natural gas and nuclear utilities) for "Get Into Energy" providing strategies to utilities to recruit a pool of qualified candidates for technical positions. Provided direction on a multi-faceted communications program, which included vendor selection, defining key audiences, audience survey, message strategy, focus groups, implementation and maintenance.
- *Advertising:* Teamed with marketing, IT and outside ad agency for the industry branding print, digital and television advertising, which resulted in high policymaker recognition.
- *Logo Creation:* Worked with outside vendor to refresh corporate logo and letterhead system. Implemented the logo in print and digital.
- *Branding of New Corporate Office:* Lead corporate team to visually brand the corporate office (three floors) to reflect its culture and values, along with the viewpoints of employees and members. Displayed through stimulating visual wall elements including static, video and light and is a constant reminder of the company's standards.

E A R L I E R E X P E R I E N C E

- *The Coriolis Group, Scottsdale, Arizona*
Technical book publishing company
Director of Design and Production
- *New Vision, Tempe, Arizona*
Enhancing health through supplement products.
Marketing Project Manager
- *Guest International, Inc., Scottsdale, Arizona.*
Hotel Industry; Global Marketing and Design
Marketing and Creative Director
- *Samaritan Health System (Banner Health System), Phoenix, Arizona*
Healthcare and multiple hospital system
Creative Director
- *Ferguson Design, Scottsdale, Arizona*
Designed for the Arabian Horse Industry
Creative Director
- *United States Chamber of Commerce, Washington, D.C. (non-profit)*
Graphic Designer