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## GET TO KNOW ME

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### ABLE TO WORK IN THE EU

**Etoro Umoren** owns her role as an Art Director for digital and print. She demonstrates outstanding attention to detail and her mix of creativity, sharp eye, and dedication ensures that any project she touches will be a success. Her inspiration comes from the nuances of everyday experiences and how they can be transformed and amplified to something familiar yet extraordinary.

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## EDUCATION

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### PRATT INSTITUTE

BFA IN ADVERTISING/ART DIRECTION  
New York, 2010 - 2015

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## WEBSITE AND CONTACT

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### WWW.ETOROUMOREN.COM

Lets work together, feel free to contact me at: [etoro.umoren@yahoo.com](mailto:etoro.umoren@yahoo.com)

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## SKILLS, PROGRAMS AND INTERESTS

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Art Direction, Concepting, Design Research, and Graphic Design

Figma, Indesign, Photoshop, Illustrator, After Effects, Google slides, Powerpoint,

Fashion, photography, collaging, beautifully crafted books, photography, art and design, ceramics, and sewing traveling and cappuccinos

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## EXPERIENCE

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### ADIDAS | DIGITAL ART DIRECTOR STUDIO A

#### Amsterdam, Dec 2020 - present

- Art directs digital creative projects from concept to completion - following the global brand direction, style guides and brand voice
- Works closely with CDs, photographers, PMs, and production teams - as well as stakeholders to deliver storytelling imagery and content for .COM and app
- Creates comprehensive production briefs for photography style, casting, styling, location, and set - as well as ideation and concept decks
- Works closely with photographer and production team during shoots to ensure the vision is captured

### MUSTACHE AGENCY | ART DIRECTOR/DESIGNER

#### New York, May 2019 - August 2020

- Provided art direction and asset designs for projects for Netflix, Everlane, and other brands.
- Design 360 campaigns, digital campaigns, and print collateral
- Design pitch decks that visually connect to the concept.
- Creating mood boards for visual tone and props for production.

### L'OREAL

#### PUREOLOGY ART DIRECTOR

#### New York, Oct 2018 - Jan 2019

- Worked with VP of Creative to re-brand Pureology and create a modern, fresh look and feel which included both product and brand redesign
- Concepted and prepped photoshoots and explored how the new assets would live in print and digital
- Pulled swipe and created concepts and mockups for speciality secondary packaging and launches

### REDKEN DESIGNER

#### New York, Jan 2016 - Oct 2018

- Concept new launches, pulled swipe and create design decks for upcoming photoshoots
- Assist art directed photoshoots for hero imagery and digital assets
- Designed artwork and layout for print signage, banners, posters, publications and store collateral.
- Led junior designers by ensuring their work is aligned with brand guidelines and exploring design concepts
- Design collateral for marquee signature Redken event Symposium, a 10,000 attendee education-focused event
- Collaborated with vendors to provide premium secondary packaging and special launches while keeping projects within budget

### VISIONAIRE PUBLISHING | CONCEPTUAL DESIGN INTERN

#### New York, June 2015 - Dec 2015

- Created renders and mockups for upcoming print and digital issues
- Collaborated with artists to create curated collectable books for high-end fashion houses and created decks to pitch concepts
- Assisted on photoshoots to create digital assets for brand content