

BIANCA SCOFIELD

860.921.7841

biancamaescofield@gmail.com

SKILLS Creative Direction, Branding, Photo & Video Production, Print & Digital Design, Packaging Design, UX/UI, Retouching, Content Creation, Leadership & Management

Photoshop, InDesign, Illustrator, Premiere Pro, Adobe Acrobat, XD, Figma, Klavyio
Working knowledge of HTML, CSS

Fohr *Brand Designer*
New York, NY August 2021 - Present

Responsible for branding, website content, social, deck design, signage and merchandise for ambassador marketing agency
Establish & maintain brand guidelines for all company assets
Assisted company successfully through rebrand in December 2021
Lead designer for #SephoraSquad 2022 microsite and social assets

Marcella New York *Jr. Art Director*
Northampton, MA November 2020 - August 2021

Creative lead for all branding, photography, video, website content, newsletters, digital advertising, social, and packaging for minimalist women's clothing brand
Assisted company successfully through rebrand in April 2021
Produce, direct, and manage post-production of all creative assets
Focus on elevating brand image and identity through powerful and clean visual messaging
Manage creative department to produce quality creatives and meet company deadlines

Lafayette 148 New York *Graphic Designer*
New York, NY January 2020 - November 2020

Designed various printed materials, digital advertisements, emails, animations, and social assets for leading designer women's clothing brand
Partnered with members of the graphic design team to maintain consistency and meet creative department quality standards
Provided on-set art direction, made selects, created markups, and maintained retouching schedule for all E-Commerce images
Oversaw team of retouchers in office & photo shoot crew members on-set

Photo Coordinator
March 2019 - January 2020

Photo Assistant
September 2017 - March 2019

EDUCATION Connecticut College, BA received May 2017, Magna Cum Laude