



Mallory Weise

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SKILLS

Adobe

Illustrator
Photoshop
InDesign
After Effects
Lightroom
XD

Web

Wordpress
Squarespace
HTML & CSS

EDUCATION

University of Missouri

Master of Journalism
December 2017

Bachelor of Journalism
May 2016

EXPERIENCE

Art Director, Power Creative

August 2020-Present / St. Louis, MO

Concept and execute design work for strategic creative campaigns, working directly with clients to meet their needs.

Branding - Modernize established and growing organizations to reflect strategic direction with logo design.

Website design - Redesign websites for stronger performance, more impactful communication and attracting the right audience.

Print & digital advertising - Strategize and design print and digital ads to drive actions and achieve measurable goals for clients.

Social media - Create organic and paid content for 4 brands across 10+ channels that educates audiences of non-profit organizations with crucial, complex missions.

Packaging - Design distinctive packaging for both new products and flagship offerings of refreshed brands.

Lead discovery workshops with clients to establish campaign objectives and goals, and present design work to clients regularly.

Hire and manage videographers, photographers, printers and freelancers to achieve goals within client budgets.

Lead relationships with 8+ clients via proactive communication to meet tight deadlines and leave people happier than I found them.

Art Director, Mason Communications

November 2018-August 2020 / St. Louis, MO

Designed contemporary websites and campaign landing pages to improve usability and appeal to intended audiences.

Executed graphics for print and digital marketing campaigns that yielded measurable results for clients.

Provided art direction and graphics for video, including television broadcast commercials, corporate presentation videos and experiential marketing event videos to keep branding consistent and memorable.

Graphic Designer, OBERD

May 2016-September 2017 / Columbia, MO

Created UI designs for mobile app that made the forms to capture patient data more approachable through color theory and responsive design.

Designed marketing materials and promotional video storyboards that brought the patient journey to life with illustrations and animation.