



Gabrielle Lemmons

Art Director/ Visual Artist

OBJECTIVE

Creating great stories that are culturally relevant

PORTFOLIO

gabriellelemmons.com

IG: @conceptual_designs

EDUCATION

Miami Advertising School, Miami FL

Coursework Included : Social Media Marketing, Product Photography, Visual Communications, Graphic Design

Lincoln Technical Institute, Shelton, CT

Licensed Practical Nurse June, 2014

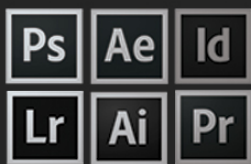
University Of Connecticut, Stamford , CT

General Sciences, September, 2013

Stamford High School, Stamford, CT

High School Diploma, June 2009

SKILLS



Area 23

Senior Art Director

Sep 2021 - Present

- Collaborated with creative team to develop artwork for marketing initiatives.
- Conceived original designs and marketing concepts used in brochures, pamphlets, fliers, and billboards.
- Authored superior graphic design, print production, ads, marketing collateral, viewbooks, and logo design.

Dell Technologies

Senior Art Director

Sep 2021 - Aug 2022

- Responsible for setting creative vision for project work
- Crafting original content for the company's website, social media pages as well as product and brand marketing campaigns.
- Ensures branding standards are consistent and maintained across design projects.
- Generated and present thought leadership on behalf of Dell Blue.
- Operate in a supervisory role, commissioning photographers, artists or film-makers to work on projects. Presents concepts to clients.

300 Entertainment Record label

Art Director /Content Creator/ Freelance

Mar 2020 - June 2022

- Design creative that achieves both marketing and merchant objective
- Developed the overall look and style of an advertising campaigns
- Developed and design new concepts for album covers and layouts for social media platforms and merch

Annex 88

Content Creator/ Freelance

Mar 2020 - Oct 2021

- Developed, rendered, and expanded art concepts throughout production of advertising campaigns.
- Responsible for setting creative vision for project work
- Developed Social media pages as well as product and brand marketing campaigns.

VMLY&R

Jr Art Director

Jan 2020 - March 2022

- Developed, rendered, and expanded art concepts throughout production of advertising campaigns.
- Responsible for setting creative vision for project work
- Developed Social media pages as well as product and brand marketing campaigns.

The Times

Graphic Designer

Jan 2020 - March 2022

- Determined how to best represent a concept visually
- Developed the overall look and style of an advertising campaign
- Communicated with clients to develop an artistic approach and style marketing campaigns.
- Coordinated activities with other artistic and creative departments Presented designs to clients for approval