

DEBBIE BUCHAN

DESIGN + ART DIRECTION

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WORK EXPERIENCE:

FREELANCE

DESIGN DIRECTOR | JAN 2019 — PRESENT

Working/ed with: Organic, Prophet, forceMAJEURE, Barbarian, Hero Collective, DiMassimo Goldstein, Mustache, Moving Brands, Bonfire Labs, Bread N Butter, FCB NY, Doremus, Additive Agency, MRM, Howard Hughes Design Studio

AVOCADO GREEN MATTRESS

DESIGNER + ART DIRECTOR | SEPT 2018 — JAN 2019

- Designed all media assets (website, email, social) for multiple sale campaigns
- Conceptualized, designed, crafted, and installed inaugural experience center holiday windows
- Explored new ways to design and execute the Company's packaging experience

DOREMUS

ART DIRECTOR | MAY 2014 — SEPT 2018

- Built brands through challenging identity work including: creative concepts, guidelines, logos, corporate videos, campaigns, etc.
- Creative development of complex messaging, while providing multiple solutions for both clients and new business
- Elevated design and art direction out of the traditional B2B space and allowed it to feel connected and contemporary
- Collaborated with clients to ensure the work is strategic, visually stimulating and powerful
- Explored and designed compelling typographic, illustrative and bold solutions across many mediums
- Mentored junior designers in color theory, logo design, page layout and video editing processes
- Brought trending ideas + technologies to Doremus by leading the Company in its first stop-motion and 3D printed ventures
- Heavy involvement of production work for clients' social media, with a focus on photography, stop-motion + infographics

DOREMUS

DESIGNER | OCT 2011 — MAY 2014

- Concepted, storyboarded, built and designed props and produced short stop-motion films for clients' social media channels
- Built an in-house stop-motion production studio to make social media films and GIFs, (a new revenue stream)
- Developed the rebrand for the agency working closely with the Director of the Design Studio and Executive Creative Director
- Utilized multidisciplinary design skills, taking on a breadth of print and digital assignments
- Liaised with the New Business team on pitches, which included creating presentation decks and developing a full 360 story
- Designed complex layouts, conducted photography research and oversaw retouching for campaign and collateral pieces
- Demonstrated photography, videography, large format printing, print comp mock-ups, and retouching skills
- With great detail produced print and digital production files for complete media rotation

GIOVANNI BIANCO STUDIO 65

DESIGN ASSISTANT | JUL2011 — OCT 2011

- Supported art directors with typesetting, publication design, logo design, mock-ups, photoshoot prep, retouching, etc
- Took on the role of project management and prepared files for client review
- Updated company's website and helped with other administrative tasks in the studio

SKILLS:

Adobe Creative Suite
Microsoft Office
Keynote
Figma
Video Editing
Digital Photography

AWARDS:

BMA B2 Award of Excellence
Division: Corporate Identity, 2015

BMA B2 Award of Excellence
Division: Agency Promotion, 2014

ACE Awards, JUDGE 2018

EDUCATION:

Parsons the New School of Design
AAS, Graphic Design 2011

Shippensburg University
BSBA, Marketing 2005