

# PRAISE PERRY

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## SENIOR DESIGNER & ART DIRECTOR

I have 8 years of experience leading brand, campaign, and event work. I take ownership of complex initiatives, setting direction and providing guidance from concept through execution. I'm trusted to bring clarity, align stakeholders, and elevate the process while fostering an environment where teams can do their best work.

### SKILLS

Art Direction & Visual Storytelling

Brand Identity & Visual Systems

Campaign Design

Event Design

Concept Development & Pitching

Creative Team Leadership

AI-Assisted Design Workflows

Creative Process & Project Oversight

### EDUCATION

Bachelor of Fine Arts, Graphic Design | Savannah College of Art and Design | 2013 – 2018

### EXPERIENCE

#### CARE

2022 – 2025

#### Senior Designer

- **Leadership:** Led and mentored junior designers and contractors, improving quality and consistency through strength-based delegation and clear design processes; delivered marketing collateral valued at \$500K+ annually in equivalent agency costs.
- **Campaign Design & Visual Direction:** Owned visual direction for national and global campaigns with placements across *The New York Times*, *Time Magazine*, *Vanity Fair*, *Meta*, Times Square, One World Trade Center, Mercedes-Benz Stadium, and NYC Wildpostings.
- **Art Direction & Event Design:** Directed on-site branding and design for major events, including the annual Impact Awards gala, Dinner on Capitol Hill, and a photo exhibition with photographer Nigel Barker; partnered with creative directors and agencies to bring concepts to life.
- **Brand Refresh:** Led a visual identity refresh across U.S. and international teams, defining updated systems and assets; supported the internal rollout and carried the strategy into CARE's first campaign under the new identity, *WHO CARES?*
- **Editorial Publications:** Pitched and led the redesign of CARE's biannual Impact Magazine, contributing to increased donor engagement and a notable \$10K contribution.
- **Executive & Stakeholder Presentations:** Designed high-level presentations for leadership, donors, and partners to drive alignment, fundraising, and stakeholder buy-in.

#### CARE

2019 – 2022

#### Junior Designer

#### CONSULTING

#### Love Ave. | 2025 | Art Director

Art directed a poetry exhibition, working closely with the writer to shape the visual direction, spatial flow, and overall experience.

#### Brass Hardware | 2023 | Art Director, Designer

Led a branding consultation to establish visual identity; implemented a custom Shopify shelf-builder experience, managing backend setup, and supported ongoing site updates.

#### OVME | 2023 | Designer

Collaborated with the creative director and leadership on a modernized brand direction and designed a brand book that helped guide the relaunch.