

Carmen Timmons

Creative Direction & Design

EXPERIENCE

SMILE DOCTORS

ASSOCIATE CREATIVE DIRECTOR **May 2024 – Present**

SENIOR ART DIRECTOR **May 2022 – May 2024**

- Lead and manage a multidisciplinary and geographically diverse creative team of designers and writers across all channels including paid media, rebranding, site content, campaigns, and lifecycle marketing - brand, product, seasonal, and promotional initiatives.
- Leverage technology, data, and automation to improve creative workflow, accelerate iteration, and drive operational efficiency.
- Mentor and develop mid-level and junior creatives.
- Ensure design quality, accessibility, and consistency across all touchpoints for all practices and brands.
- Partner with Marketing teams to strategize and drive performance across all channels.

SMILEDIRECTCLUB

ASSOCIATE CREATIVE DIRECTOR : CRM **February 2021 – January 2022**

- Implemented and devised the creative strategy to build the brand through various Customer Relationship Management streams.
- Developed relationships with marketing leaders to deliver work that aligns with platform specific customer insights and messaging strategies to increase brand awareness and sales.
- Drove the creation of a new email design and template using Figma to streamline workflow and increase productivity while maintaining the look of the brand.
- Lead and managed conceiving and development of work in various promotional campaigns.

PIER 1

SENIOR DIGITAL ART DIRECTOR **October 2016 – June 2020**

DIGITAL ART DIRECTOR **May 2014 – October 2016**

DIGITAL DESIGNER **July 2012 – May 2014**

- Lead and managed a group of seven designers in execution of emails, website, display banners, social media and print projects.
- Key contributor to the April Brand Refresh which involved top to bottom revisions to the entire expression. New expression and strategy drove strongest results in traffic, conversion and overall volume since 2017.
- Collaborated with cross-functional partners in marketing, merchandising and planning to develop and deliver strategy.
- Concepted and lead design of promotional campaigns, long form website articles and display banners.
- Concepted and art directed photography (still and video) for digital and print campaigns.
- Managed work flow by delegating projects, setting priorities and routing for creative director approval.

NEIMAN MARCUS | HORCHOW

SENIOR WEB DESIGNER **September 2011 – July 2012**

WEB DESIGNER **Jan 2008 – September 2011**

ASSISTANT ART DIRECTOR **2005 – January 2008**

- Lead designer in the design of the website, display banners and emails.
- Developed wireframes for new website components that improved customer experience and drove conversion.
- Developed the identity for the entire sub-brand and delivered it to market in digital and print
- Lead and managed freelance stylists, photographers and production assistants during photo shoots in the studio and on location.
- Managed budgets up to \$100,000 for the cost of shooting projects including photographers, stylists, production assistants, props, sets and locations.

CONTACT

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EDUCATION

Northwestern State University
Bachelor of Science

Family and Consumer Sciences
with Minors in Art and Business

Key Courses Taken

Graphic Design, Marketing, Drawing,
Painting, Photography, Interior Design,
Accounting, Economics