

Vanessa McDaniel

Senior Art Director Creating *Thoughtful* and *Strategic* Brand Identities in New York City.



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New York, NY

Education

FASHION INSTITUTE OF TECHNOLOGY
New York, NY
School of Continuing Education
Haute Couture Certificate Program
2004-2006

UNIVERSITY OF ILLINOIS
Urbana-Champaign, IL
BA Industrial Design
2000-2004

CENTRAL ST. MARTINS
COLLEGE OF ART AND DESIGN
London, England
Product Design BA (Hons)
2002-2003

Design Skills

Creative Direction

Brand Identity Development

Campaign Conceptualization

Visual Storytelling

Adobe Creative Suite
(Photoshop, Illustrator, InDesign)
Figma
Microsoft Powerpoint
Keynote

Soft Skills

Team Leadership

Collaboration

Problem-Solving

Time Management

Professional Profile

Senior Art Director with 20+ years of agency and in-house experience, specializing in developing innovative brand identities and executing major branding campaigns. Expertise spans digital, print, and social platforms, with a proven track record of launching internationally recognized work. Skilled in leading and mentoring creative teams, presenting compelling ideas to stakeholders, and driving growth through strategic, visually impactful design.

Experience

SENIOR ART DIRECTOR

Kiehl's Since 1851 | New York, NY | Sep 2017 – Present

Directed creative strategy and execution for global campaigns, translating brand strategies into cohesive designs across digital, print, and social channels. Managed and mentored design teams, ensuring high-quality creative output while meeting tight deadlines. Championed diversity, equity, and inclusion across all brand communications.

- Spearheaded **Kiehl's Amazon launch**, generating over **\$1M in sales in the first month** and nearly doubling yearly sales projections.
- Designed and launched **Kiehl's Sephora campaign**, positioning the brand as the **#1 L'Oréal brand in Sephora**.
- Directed creative for flagship products like Ultra Facial Cream (Kiehl's top-selling moisturizer) and BetterScreen UV (top-10 product).

SENIOR ART DIRECTOR

Susan Rafaj Marketing | New York, NY | Apr 2012 – Aug 2017

Developed and executed comprehensive marketing campaigns for globally recognized brands, including **Hanes Brands, Donna Karan, DKNY, Maidenform, Champion, and Laura Geller**. Specialized in addressing client-specific challenges, driving measurable results, and enhancing brand engagement.

- Consistently secured high-value accounts through winning creative concepts, contributing to **hundreds of thousands of dollars** in agency revenue.
- Directed branding and marketing strategies from concept to launch, meeting deadlines and exceeding expectations under tight budgets.

GRAPHIC DESIGNER (FREELANCE)

Self-Employed | New York, NY | Jan 2007 – Aug 2017

Collaborated with high-profile clients such as **Clinique, Vera Wang, and Ralph Lauren** to elevate brand identities through innovative design and storytelling. Delivered impactful creative solutions while managing multiple projects in fast-paced environments.

DESIGNER

Elizabeth Gillett Ltd | New York, NY | Sep 2004 – Jan 2007

Designed custom textiles and collections for clients such as **Henri Bendel, Anthropologie, Nordstrom, and Intermix**, creating trend-setting designs and delivering high-quality creative assets to support brand goals.