



# PAULA RUSK

## CREATIVE DIRECTOR

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### SENIOR CREATIVE PROFILE

#### OMNI-CHANNEL CREATIVE DIRECTOR

Senior creative known for delivering sharp design with an emphasis on building a brand identity to help promote profitability and drive sales. Effectively blends insight, strategy, messaging and design to tell cohesive stories in print, video, web and social media.

#### CREATIVE LEADERSHIP / BRAND ADVOCATE

Nimble and forward thinking leader that is able to lead by example and manage creative teams through change. Teams consist of print and digital designers, art directors, production artists, producers, stylists, photographers, videographers, image creation studios, and printers. Serves as a brand advocate, working with external agencies to ensure that the essence of the brand successfully threads through all business touch-points. Partners with senior leadership, fellow creative partners and channel owners to implement business strategies and initiatives, to achieve a seamless omnichannel approach.

#### ACCOUNT MANAGEMENT

In-depth experience managing accounts, estimating, budgets, scheduling, and selection of vendors. Overseeing projects from conception to completion, by providing sourcing, negotiation of pricing, accuracy of specs and ensuring timely deliverables.

#### SOFTWARE

Adobe Creative Cloud — InDesign, Illustrator, Photoshop  
Apple iWork Suite — Pages, Numbers, and Keynote  
Microsoft Office — Word, Excel, and PowerPoint  
WordPress — Theme Design Layout  
Project Management Software — ProofHQ, Smartsheet, Workfront, Basecamp

### PROFESSIONAL EXPERIENCE

#### CREATIVE DIRECTOR FOR PIER 1 IMPORTS — FORT WORTH, TX 2011-PRESENT

For 8+ years has served as a creative leader in establishing the conceptual, design, campaign imagery direction, for Pier 1 Imports for print and digital in the following areas: email, web site, social channels, store signage systems, store displays, My Pier 1 Rewards Loyalty Program, Pier 1 Trade Perks Program, retail mailers, brand style guides, event style guides, and swatch program.

Manages a team of nine, that consist of photo senior art directors, digital designers, stylists and photographers.

Partners with E2E Operations Management to resolve creative workflow problems by identifying work process improvements and the implementation of cost-saving actions to maximize efficiency and creative deliverables.

Collaborates with print production manager to ensure execution of deliverables and assist in finding “value-added” solutions to marketing requests. Creates schematics and renderings to aid in the development of prototypes.

## EARLIER PROFESSIONAL EXPERIENCE

Senior Designer — Baylor Health Care System Foundation — Dallas, TX 2010-2011  
Paula Rusk Creative Services — Creative and Brand Consultant — Cedar Hill, TX 2005-Present  
Associate Creative Director — Brown+Partners, Inc. — Dallas, TX 2003-2005  
Creative Director — Branchout, Inc./DDB Dallas Partnership, Omnicom Group — Dallas, TX 2002-2003  
Art Director — DDB Dallas, Omnicom Group — Dallas, TX 2000-2002  
Senior Designer — SullivanPerkins — Dallas, TX 1995-2000

Throughout Paula's career she has performed and delivered on the following:

- Complete direction from concept, on set photo art direction and post production
- Oversaw the design of branding and advertising for luxury retail markets
- Successfully developed and implemented design concepts that strengthen individual, non-profit, and corporate brand identities, ensuring brand synergy in print and digital platforms
- Creative project management. Expertly managed accounts by successfully putting together high-performance teams that consisted of print vendors, freelance designers and writers, and photographers
- Development of creative briefs and concept boards
- Areas of concentration: brand development, photo art direction, logos, digital design, social media design, email, corporate collateral, packaging, illustrations, and interior design
- Provided design leadership for new business pursuits and pitches
- Lead the strategic vision for globally recognized brands, with a focus on multi-cultural consumer segments, fusing urban perspectives

## ACCOMPLISHMENTS

- 2018 **National and International Co-author,**  
A companion study to the volume  
"Letters While You Wait."—"Conversation Guide:  
Real Women. Real Talk. Real Change."
- 2018 **Co-book illustrator with daughter**  
"I'm Amazing. You're Amazing."—  
"Good Manners and Self-Esteem with  
Desirae and Megan."
- 2018 **AIGA DFW Initiative, In-House Design Panel,**  
"How to live up to corporate design expectations  
while maintaining your creative spark."
- 2015 **Silver Award, POPAI's Outstanding  
Merchandising Achievement,**  
Pier 1 Imports Glimmer Strings Display
- 2011 **LogoLounge Master Library, Volume 3,**  
Springbow Logo
- 2000 **DSVC Professional Show**  
Pets.com Holiday Cards
- 2000 **Print Magazine Southwest Region**  
Pets.com Holiday Cards
- 1999 **DSVC Professional Show, Award of Excellence**  
Suicide Crisis Center of Dallas Celebrating 30 Years Logo
- 1997 **DSVC Professional Show, Award of Excellence**  
Mental Health Association of Dallas County Annual Report
- 1997 **Padgett Printing Printers Award**  
Mental Health Association of Dallas County Annual Report

## EDUCATION

**Bachelor of Fine Arts Degree**  
The University of Texas at Arlington, 1993  
Major—Visual Communication Design

## CLIENTS

Advanced Home Health Care  
ATMOS Energy  
Bailey Banks & Biddle  
Baylor Health Care Systems  
Beckley Heights Church of Christ  
CareNow  
The Canterbury Episcopal School  
Dave & Buster's  
Fairhill Private School  
FootAction, USA  
GTE  
International Delight  
Jewish Community Center of Dallas  
JCPenney  
Kristin Mullen Designs  
Lake Austin Spa Resort  
Mental Health Association of Greater Dallas  
Nokia  
Perot Systems  
Pets.com  
Pier 1 Imports  
Pro-Line Corp  
Sams Club  
Springbow  
The Arrangement Western Interiors

## REFERENCES

Available Upon Request