

mallory blackwell

ART DIRECTOR & DESIGNER

malloryblackwell.com
howdy@malloryblackwell.com
@mallorybdesign

EDUCATION

BFA COMMUNICATION DESIGN • Fall 2022

Texas State University,
Magna Cum Laude

AA LIBERAL ARTS • Spring 2015

Alamo Colleges

SOFTWARE

Adobe Suite
Figma
Miro
Mural
InVision
Microsoft Office

SKILLS

Art Direction
Strategy
Branding
Typography
Illustration
Layout Design
UI / UX
Human Centered Design
Prototyping
Product Design
Basic HTML/CSS
SEO & Analytics
Copywriting
Design Research

INDUSTRY EXPERIENCE

ART DIRECTOR • Advocare • February 2023-Present

Conceptualized and directed integrated advertising campaigns in collaboration with a team of copywriters, videographers, and animators. Provided art direction and guidance during frequent photoshoots. Developed innovative packaging concepts for multiple retail products.

JUNIOR DESIGNER • Legacy79 • June 2022-December 2022

Worked both with a team and independently to develop impactful brand strategies, logos, flyers, digital assets, web materials, and more for multiple client accounts. Successfully delivered high-quality work within demanding time constraints.

PUBLICATION DESIGNER • NBC Universal • Spring 2022

Worked with a team on a contract assignment to communicate and coordinate with NBC on concepting, copywriting, designing and publishing a kit of activities for children centered around the film, "The Bad Guys."

MARKETING AND DESIGN INTERN • Tokyo Electron • February-June 2022

Worked in the marketing department, both individually and with a team, to brainstorm, concept and design integrated campaigns, social media posts, posters, powerpoints, conference materials, templates and other collateral.

FREELANCE DESIGNER AND ENTREPRENEUR • January 2015- December 2021

Launched and maintained an online shop selling designed goods. Researched current market trends and maintained effective SEO to keep available e-commerce listings relevant and optimized. Developed cross channel social media campaigns to engage customers. Featured in BuzzFeed, Seventeen Magazine, and Glamour.

RECOGNITION & INVOLVEMENT

GRAPHIS NEW TALENT • International

Gold: Branding for Vianesa Lodge & Resort, 2022
Silver: Branding for Women Helping Women, 2023
Silver: Packaging for Water 2 Wine, 2023

AIGA FLUX • National

Finalist: Identity for Vianesa Lodge & Resort, 2021
Finalist: Identity for Slow Burn Hot Sauce, 2021

AAF DISTRICT 10 ADDY'S AWARDS • Regional

Gold: Integrated Brand Identity for Slow Burn Hot Sauce, 2022
Silver: Integrated Brand Identity for Vianesa Lodge & Resort, 2022
Gold: Integrated Brand Identity for Women Helping Women, 2023
Silver: Out of Home & Ambient Media for Women Helping Women, 2023
Gold: Integrated Brand Identity for Water 2 Wine, 2023

AAF SA ADDY'S AWARDS • Local

Best in Show: Integrated Brand Identity for Vianesa Lodge & Resort, 2022
Gold: Integrated Brand Identity for Vianesa Lodge & Resort, 2022
Gold: Integrated Brand Identity for Slow Burn Hot Sauce, 2022
Best in Show: Online/Interactive for Meeko, 2023
Judges Award: Out of Home & Ambient Media—AAF SA Addy's 2023, Local
Gold: Integrated Brand Identity—AAF SA Addy's 2023, Local
Gold: Out of Home & Ambient Media—AAF SA Addy's 2023, Local
Gold: Integrated Brand Identity for Water 2 Wine, 2023
Silver: Packaging for Water 2 Wine, 2023

COMDES EXIT REVIEW PORTFOLIO AWARDS FALL 2022 • Local

Design for Greater Good: Excellence in design for a socially engaged business
AIGA Brand Communications Award: Excellence in branded artifacts

MAURA ROSE KAMPA SCHOLARSHIP FINALIST • Fall 2022

TXST COMDES EXIT REVIEW BRANDING COMMITTEE CO-CHAIR • Fall 2022