

CAROL ROSS

CREATIVE DIRECTOR

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CarolRossDesign

Farmington, Utah

EXPERTISE

Leadership & Strategic Skills

- Creative Direction
- Brand Strategy
- Data-Informed Creative Strategy
- Concept Development
- Strategic Campaign Planning
- Cross-Functional Collaboration
- Cross-Functional Team Leadership
- Stakeholder Communication
- Team Leadership & Mentorship
- Executive Communication
- Internal Process Optimization
- Pitching & Presentation
- Client-Facing Presentations

Creative & Technical Skills

- Art Direction
- Brand Boards
- Visual Identity Systems
- Presentation Design
- Typography
- Print Design
- Social Media Marketing
- Event Production
- Innovation
- Systems Thinking
- Generative AI
- Creative Direction for Photo Shoots

Software Proficiency

- Adobe Creative Suite
- Canva
- Figma
- Google Workspace
- Keynote
- PowerPoint

SUMMARY

Creative Director with 20+ years of experience in visual storytelling, brand strategy, and high-impact campaign development across digital, print, and environmental platforms. Known for leading cross-functional teams and transforming insights into bold, compelling creative that resonates with diverse audiences. Proven ability to craft integrated, data-informed concepts that drive engagement, elevate brand presence, and deliver meaningful customer experiences.

PROFESSIONAL EXPERIENCE

Creative Director

2019 - Present

The City Library

- Led high-level creative initiatives for major organization-wide projects, including the Super Summer Challenge and Staff Development Day, resulting in record-breaking engagement and team satisfaction.
- Boosted Super Summer Challenge participation by 18%—the highest in its history—through innovative campaign strategy, compelling visual storytelling, and unified brand execution.
- Directed omnichannel campaigns across digital, print, and physical spaces to ensure cohesive brand presence and audience impact.
- Partnered with executive leadership, marketing, and external teams to shape creative strategies that elevated visibility and reinforced organizational identity.
- Spearheaded professional development for design and marketing teams through workshops, process optimization, and mentorship, enhancing collaboration and raising creative standards.
- Recognized for fostering a culture of creative excellence and consistently delivering high-performing, strategically aligned work.

Art Director

2009 - 2019

Salt Lake Community College

- Directed creative strategy for the college's most visible events and initiatives, including Commencement, award banquets, guest speaker forums, and major fundraising campaigns.
- Led brand development and design for institutional print and environmental assets—spanning SLCC Magazine, campus-wide signage systems, and signature spaces like the Grand Theatre and Eccles Gallery.
- Spearheaded the award-winning redesign of SLCC Magazine, earning multiple CASE and NCMPR honors for excellence in publication design and visual storytelling.

EDUCATION

Bachelor of Arts
Utah Valley University
2009

Associate of Applied Science, Visual Arts
Salt Lake Community College
2001

- Selected as a 2019 design judge for the CASE Awards, recognizing top marketing and communications work from institutions across the Western U.S.
- Conceived and art directed the college's 12-foot Landmark Signage project, now installed at every SLCC campus to unify brand presence. Collaborated with architects and fabricators to execute the vision.

ADDITIONAL EXPERIENCE

Library of Congress (Senate-Nominated Internship, Summer 2009): Selected by a Utah Senator for a prestigious internship at the Library of Congress. Collaborated on high-profile exhibition planning and contributed to the preservation and presentation of national archival materials, ensuring alignment with curatorial and design standards.
Utah Valley University (2007–2009): Led the redesign of major university publications and executed institution-wide brand campaigns, elevating the university's visual identity and communication strategy across multiple platforms. Art directed the full redesign and rebranding of the university newspaper for a major college event, overseeing layout, editorial style, and visual presentation.
SLCC Art Committee (2013–2019): Served as an active member supporting the promotion of the arts across campus. Provided graphic design for exhibitions and events, assisted with event planning and setup, curated exhibit design, and participated in art selection and docent duties for the President's Art Show.
Art Meets Fashion (2015): Volunteered as Art Director and Designer for a 140-page editorial publication for Art Meets Fashion, a nonprofit initiative presented by HMG Productions that merges art with fashion to support community causes. Led the complete creative direction, layout, and production for one of the organization's most ambitious and impactful editorial projects.

ACHIEVEMENTS

- **Gold Award** | CASE - Community College Magazine, 2019
- **Gold Award** | NCMPR - Environmental Graphics, 2018
- **Silver Award** | CASE - Community College Magazine, 2019
- **Bronze Award** | NCMPR - Awarded for Community College Magazine, 2017