



CARI GNAM

Art Director

Highly creative and versatile graphic designer and multimedia artist. Proficient in a diverse range of mediums, including illustration, photography, and fusing those skills to create innovative design concepts. Adept at captivating audiences through distinctive designs and compelling visual narratives. Committed to contributing to company vision and success by delivering impactful and engaging design solutions.

WORK EXPERIENCE

ART + CREATIVE DIRECTION

DEC 2022 - PRESENT

METAPHORA AGENCY

- Designed on-brand visual elements to effectively convey concepts and messaging.
- Conceptualized and proposed concepts using rough sketches, storyboards, or mood boards.
- Developed team's design vision by defining group direction and goals.
- Created custom illustrations and other graphic elements for projects.
- Approved and contributed to layouts, copywriting, artwork and content with the creative team.

SOCIAL MEDIA CONTENT CREATOR

OCT 2022 - PRESENT

SOVEREIGN MEDIA PUBLISHING

- Directed Pinterest marketing strategy and initiatives to promote brand building, guest retention and revenue-focused activities.
- Used graphic design tools and copywriting to create content and visuals for Pinterest.
- Conceptualized, shot and edited videos for Tik Tok, Instagram and Facebook.
- Tracked social media metrics to determine audience growth rate, volume and reach.

FOUNDER

NOV 2013 - PRESENT

TEMP-TATS

- Small independent business owner producing and selling original hand drawn temporary tattoo designs through Etsy, e-commerce and social media partners.
- Responsible for all aspects of the business: branding, packaging, production, fulfillment, marketing and customer service.
- Over 15,000 direct sales over 5 years through direct channels and partners with a total of over \$250k.
- Achieved 'Star Seller' status on Etsy.
- Spotlight artist and top seller on Momentary Ink (largest temporary tattoo shop in North America,) grossing 100k a year in total sales.

FREELANCE ARTIST

NOV 2013 - PRESENT

CONTRACTOR

- Designed innovative art pieces and design solutions for clients in various media: drawing, painting, graphic design in different industries.
- Worked with event production group Shifting Tones, as their Creative Director, in charge of visual brand development: logo, event flyers, social media design, apparel design, and experiential design, including custom creative event decor and installation.
- Collaborated closely with clients to understand their design needs, preferences and objectives.
- Facilitated open communication channels to gather feedback, address concerns, and incorporate client input through design process.

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📍 great falls, va

Bachelor of Fine Arts

Florida International University

2018 - 2022

Major in Graphic Design, Minor in Art History

Creative Direction

Graphic Design

Illustration

Branding

Social Media Design

Content Creation

Copywriting

Photography

Video Editing

Trend Forecasting

E-Commerce