

RoseAnn Santana

SENIOR ART DIRECTOR | GLOBAL CREATIVE

Global Campaigns | Art Direction | Talent / Shoot Direction | Executive Presentations | DTC + Retail

PROFILE

Senior Art Director with 8+ years developing global consumer campaigns and product launches for fashion, lifestyle, and consumer brands. Trusted to independently translate global brand platforms into category-specific creative, present concepts to senior leadership and licensors, and lead execution from on-set production through worldwide rollout. Experienced across DTC, e-commerce, retail, social, print, out-of-home, and experiential channels.

EXPERIENCE

LOVESAC | Senior Graphic Designer

STAMFORD, CONNECTICUT - JANUARY 2024 - PRESENT

Lead concept development and execution of integrated 360° creative for seasonal campaigns, flagship New Product Launches (NPLs), and brand-defining initiatives across e-commerce, retail, print, and experiential channels.

- **Lead creative strategy, concept development, and launch toolkits** for high-profile New Product Launches and confidential product innovations, translating product and marketing priorities into scalable campaign systems.
- **Partner across Brand Strategy, Product, DTC, Web, Retail, and Marketing teams** to ensure high-profile campaign and New Product Launch (NPL) assets are fully developed and optimized for print and digital execution.
- **Collaborate on the art direction and production of large-scale photo and video shoots** from pre-production through post-production, managing shot list development, styling direction, asset organization, and oversight of external creative partners.
- **Shape Lovesac's visual identity and environmental retail** presence through flexible layout systems, new-store openings, custom wall coverings, window displays, and full-scale in-store marketing suites.
- **Oversee creative production, retouching, and vendor relationships**, leveraging AI-assisted workflows to optimize asset scale, maintain technical precision, and deliver high-volume work under tight deadlines.

TIMEX GROUP/Sequel International | Art Director

NORWALK, CONNECTICUT - JULY 2017 - DECEMBER 2023

Led global creative strategy and art direction for GUESS Watches and FURLA Watches, owning 360° campaign systems, product launches, and brand communications across international markets and distribution channels.

- **Owned creative development for FURLA Watches**, independently translating FURLA's global lifestyle campaigns into watch-specific creative. Entrusted with full creative autonomy and responsible for presenting work to the parent brand for licensor approval.
- **Developed 360° global campaigns**, featured on FURLA's global website and deployed worldwide across print, out-of-home, digital, social, retail, e-commerce, and distributor touchpoints.
- **Led on-set art direction for global campaign shoots**, directing models, photographers, stylists, and post-production teams to create fashion-driven still and motion assets aligned to brand vision.
- **Presented creative concepts directly to senior leadership and licensor teams**, building persuasive visual narratives around campaign strategy, product positioning, and creative direction to secure corporate sign-off.
- **Designed custom 60-100 slide Keynote and PowerPoint launch presentations** integrating motion, video, product storytelling, sales data, and seasonal creative. Used by global teams to sell new products and concepts remotely, reducing reliance on in-person meetings, travel, and time-to-market.
- **Managed a fast global fashion calendar** spanning major quarterly campaigns plus Chinese New Year, Valentine's Day, Mother's Day, Father's Day, Ramadan, and Holiday/Christmas programs, while mentoring junior designers and freelancers under tight deadlines.

Brandmark Studios | Freelance Graphic Designer

RIDGEFIELD, CT - NOVEMBER 2021 - SEPTEMBER 2023

Acquired to optimize and revitalize marketing needs for agency's clients by collaborating directly with appointed account supervisors.

- **Translated objectives into high-impact digital campaigns**, webpage takeovers, and targeted marketing collateral while partnered with account supervisors and external stakeholders
- **Executed end-to-end creative deliverables** under tight agency deadlines and evolving client requirements.

STRATEGY & DIRECTION:

360° Campaign Strategy, On-Set Art Direction, DTC & Retail Environmental Design, Photo/Video Shoot Leadership, Visual Systems

SOFTWARE & PLATFORMS:

Adobe Creative Cloud (Photoshop, Illustrator, InDesign), AI Production Tools (Claude, Adobe Firefly, Flora AI), Keynote & PowerPoint

EDUCATION

BFA, Graphic Design

Shintaro Akatsu School of Design at University of Bridgeport. 3.78 GPA, Cum Laude