

CREATIVE ART DIRECTOR

Multifaceted Creative Art Director with expert knowledge of end-to-end production; e-Commerce, email campaigns, social media, OOH, and on-air. Highly effective and inspiring leader who delivers micro/macro strategy for in-house talent procurement & development, external team management and budget/profit optimization. A creative problem solver with a proven track record of high-quality work.

Professional Experience

2015 to Present • FREELANCE DESIGNER | Los Angeles

ART DIRECTOR / DESIGNER

Orchestrating design projects for clients in the Fashion Industry including motion graphics and photo shoots. Across all projects, works with teams across Marketing, Public Relations, Social, Sales, and Retail to meet each client's creative and business goals. Serves as the senior lead for all creative partners on film and photography shoots.

- *Le Superbe - casual ready-to-wear men's retail fashion apparel* 2018 - Present
 - Leveraged existing assets to produce 10-second motion graphic spots; distributed via all social platforms
 - Designed brand logo
 - Designed look book for commerce and print
- *A Vested Interest - casual ready-to-wear men's retail fashion apparel* 2015 - 2022
 - Created brand identity & style guide
 - Designed and built company website
 - Art Directed all still & motion campaigns; look books, social platforms, e-commerce
 - Retouched, color corrected all digital imagery
 - Partnered with project managers to ensure the timely delivery of all assets in line with quality standards and client expectations

2019 - 2020 • PLANET BLUE | SANTA MONICA, CA

Planet Blue, casual ready-to-wear women's retail fashion apparel and private label products

CREATIVE DIRECTOR OF BRAND MEDIA

Led vision, strategy, and execution for all facets of digital media, directing the production of creative digital assets for use in email and social media campaigns, as well as the company's e-Commerce website. Scope of accountability included the art direction and production of weekly photo and video shoots, consistently meeting all milestones and deliverables on-time and within budget.

- *Engaged in copywriting, content curation, and social media management, maintaining compliance with all corporate branding guidelines and quality standards*
- *Credited with introducing design templates and style guides to accelerate turnaround while improving compliance with brand identity.*
- *Effectively managed a team of direct reports that included four designers*
- *Executed photo shoots from start to finish, including the hiring and managing of outside creative resources (photographers, stylists, make up artist, set design) and attend oversee shoots to ensure the stylist and photographer capture the look.*
- *Established and managed a weekly calendar of all projects to guide internal and external partners with emails, roadmaps, image selects, image retouching, styling*

- Collaborated across department lines in strategy meetings with merchandising and creative teams to translate business strategy into creative concepts and compelling content
- Worked with the photographer, producer, designers, and creative partners to create assets that maintain and evolved the brand.
- Developed and maintained mood board references to ensure all images, including poses, styling, cropping, retouching, and image selects where on brand.
- Met deadlines, collaborated with Design and Photography on selects and retouching
- First-hand knowledge of photo production, including lighting, set design, image capture and retouching and video editing process

2005 to 2017 • THE WALT DISNEY COMPANY | LOS ANGELES

The Walt Disney Company, multinational mass media and entertainment conglomerate

2008 TO 2017: SENIOR DESIGNER, ABC ENTERTAINMENT

Emmy Nominated Designer that Successfully contributed to up to five concurrent projects to develop promotional content for ABC Entertainment programs including Grey's Anatomy, The Bachelor, General Hospital, American Music Awards and The Goldbergs. Supervised teams of designers, animators, and editors, as well as relationships with outside vendors, creative agencies, and talent.

- Designed motion and still graphic projects for broadcast, print, digital, OOH, and social channels from concept to completion
- Created Concepts and Directed still and motion shoots on large scale productions
- Partnered with Digital and Social Media teams to align asset design with their unique needs
- Led pitches of concepts for show promotions, and engaged in art direction, animation, casting, and production
- Leveraged expertise in color, font, and potential application of brand to all projects
- Nominated for an Emmy for the production of prime-time promotional spots for General Hospital
- Motion design and editing skills

References

"Bita Paya is an exceptional designer. When she worked as part of my team at ABC Advertising and promotion she was forward thinking, inspired and looking to expand her skills and knowledge. Always thinking outside the box. Bita also exhibited great leadership and collaborative skills. She managed creative teams with great results."

- Quote from the Vice President of Creative, ABC Entertainment Advertising Promotion

"Bita is passionate, focused, talented and always delivered beyond my expectations. Her knowledge of the market, competition, and consumer is unmatched. She knows how to keep a team excited, creative and always looking ahead... a skill highly coveted in a creative role."

- Quote from the CEO, Planet Blue

Education

PRA TT INSTITUTE

BACHELOR OF FINE ARTS DEGREE IN COMMUNICATION DESIGN

Awards, Honors & Recognition

The National Academy of Television Arts & Sciences - 43rd Annual Daytime Emmy Awards
Emmy Nomination - Outstanding Promotional Announcement

BDA North America Design Awards 2009
Silver Award for Art Director & Design Interstitial Campaign - ABC Inc.

Technical Proficiencies

Adobe InDesign, Adobe Photoshop, Adobe After Effects, Adobe Illustrator CC, Squarespace, Shopify, FileMaker Pro, Asana, Box, SmugMug, G-Suite, Microsoft Office