

# CAROL LANTIS

Art Director & Illustrator



## ABOUT

www.carollantis.com  
carollantis@protonmail.com  
980-229-8275  
Remote / NC / SC

I am not your average art director. With 12 years of experience in the creative field from print design to branding and illustration, I also have a background in product development. I thrive at leading teams to do their best work efficiently from conception, to prototyping, to the final product. I have a keen eye for detail and a mind for translating big ideas into small, actionable points.

## SKILLS

### Tools + Tech

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Adobe Acrobat  
Microsoft Office  
Apple iWork  
Shopify  
Asana

### Industry

Art Direction  
Product Development  
Branding  
Illustration  
Typography  
Print Design  
Calligraphy  
Color Theory

### Professional

Multi-Team Management + Coordination  
Design to Web / Marketing Bridge-Building  
E-Commerce Management  
Fast & Motivated Worker  
Perfectionist / Att. to Detail  
Complex Problem-Solving  
High Volume Producer  
Copy Editing

## PROFESSIONAL EXPERIENCE

### Anita Goodesign

#### Today Art Director + Product Development

- 2016 • Support marketing strategy and revitalize e-commerce website.
- Product research and development for All Access Magazine and average of 10 embroidery design collections per month.
- Oversee big-picture process and deadlines for design collection launch using project management software, from prototyping and development through embroidery production, design and marketing.
- Review and approve prototype and final product including aiding in color story development and applied techniques for embroidery designs.
- Refine and improve company processes and inter-departmental dynamics for continual improvement in efficiency.
- Support CEO and Founder in developing company goals for ongoing flexibility and adaptability in a changing market landscape.
- Review and approve product photography, marketing materials, and content for web and social, making sure all aspects are on-brand.
- Continued hands-on involvement in design and artwork projects as need arises, and during specialty product creation.
- Revitalized look of flagship product, All Access Magazine.

#### 2016 Design + Art Manager

- 2013 • Managed team of graphic designers and fine artists, leading projects from ideation through production.
- Responsible for delegating tasks, prioritizing projects to meet deadlines in a fast-paced environment, and approving all graphic design work, from packaging to product photography, collateral material and magazine layouts.
- Transitioned company to industry-standard software and best practices resulting in considerable improvement in efficiency and increased product output.
- Directed and implemented complete company rebranding including new visual identity (Sep. 2014), product packaging, event and workshop materials, and all collateral material.
- Developed working process and branding for flagship product, All Access Magazine.
- Created artwork brief for design collections including concept, color and technical specs and assigned to fine artists, then reviewed and approved artwork.
- Managed printing deadlines; fostered relationship with vendors.
- Created specialty products like promotional materials and limited edition publications.

#### 2013 Illustrator

- 2012 • Created hand and digital illustrations for embroidered design collections.
- Researched and produced various artwork styles to fulfill concept brief.
- Created 15-20 unique illustrations per collection (2-4 collections per month) to cohesively fulfill brief description.
- Developed illustrated patterns, color stories, and layout variations for quilting collections.

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## EDUCATION

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### A.A.S., Advertising & Graphic Design

Central Piedmont Community College  
Charlotte, NC, 2012

### B.A., Practical Ministry, Emphasis in Worship

F.I.R.E. School of Ministry, Concord, NC, 2005

### Disney's Approach to Creativity & Innovation

Disney Institute, 2014

### Graphic Design Technology (relevant courses)

INAP College of Design, Brazil, 2009

### Graphic Design (relevant courses)

FUMEC University, Brazil, 2002, 2008

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## OTHER ACHIEVEMENTS

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Collaborated with and created digital artwork for Stephen Wilson Studio art pieces for two exhibits:

- *Americana*  
Charlotte, NC and New York, NY, 2017
- *Beauty, Death & What's Underneath*  
Charlotte, NC, 2016

Published two illustrations on *Layer's Magazine*:

- September/October 2010 Issue
- March/April 2010 Issue

Taught Creativity Development Workshops to wide range of age groups.

Won competition for CPCC's 50<sup>th</sup> Anniversary book, *Legacy and Promise*, cover design and worked with leadership to produce hardcover.

Won competition for 2011 Charlotte CROP Hunger Walk T-shirt Design, and designed print collateral for event.

Chosen to design and present new branding and environmental graphics concept to Mecklenburg Parks & Recreation Department.

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## INTERESTS

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Music	Home Decor
Song Writing	Food
Prayer	Hand Lettering
Books	Politics

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## PROFESSIONAL EXPERIENCE - CONT.

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### *Speak Up Magazine*

#### 2014 Lead Print Designer

- 2012 • Developed magazine branding and layout.
- Created editorial illustration pieces.
- Offered consulting services and training to ensure brand continuity after end of contract.

### *Opus 59 Creative Group*

#### 2012 Graphic Designer

- Created identity system and infographics for OrthoCarolina's Sports Medicine division.
  - Revitalized event visual identity, booklets, ads, and other collateral material for the United States & Canadian Academy of Pathology's.
  - Created editorial illustrations for Carolina Asthma and Allergy Center.
  - Developed identity and collateral material for other clients in Healthcare and other industries.
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## OTHER EXPERIENCE

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#### 2012 CPCC AIGA Student Group

Communications Chair and Secretary

#### 2012 Noah's Art

2009 Art Teacher

#### 2008 Central Baptist Church, Brazil

Graphic Design Intern, 2008

#### 2008 Tommy Hilfiger

2007 Sales Associate + Merchandising

#### 2006 F.I.R.E. School Of Ministry

2005 Teacher's Assistant

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## REFERENCES

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### Jessica Maloney

Assistant Professor of Photo & Design, Gardner-Webb University  
Graphic Design Manager, Anita Goodesign (2020-2022)  
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### Sara Baur

Senior Analyst, Brand Advocate, The Home Depot  
CEO, Anita Goodesign (2013, 2022)  
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