

Aubrie Northcut

512-934-0315 | aanorthcut@gmail.com | Dallas, TX

PROFESSIONAL SUMMARY

Creative professional with 5+ years in digital media and design. Experienced in brand management, concept development, and optimizing team workflows to deliver high-quality design solutions under tight deadlines.

Skills: Brand Management | Art Direction | Project Management | Concept Development | Process Optimization

Software Proficiency: Adobe Photoshop, Illustrator, InDesign | Microsoft Office Suite | Mac OS

PROFESSIONAL EXPERIENCE

Supervisor of Art & Design

Advanced-Online A Follett Company, Coppell, TX | August 2024 – Present

- Manage project-based assignments, organizing team workloads, tracking timelines, and ensuring deadlines are met.
- Lead and mentor a team of designers, providing guidance on branding, product assortments, and client presentations.
- Develop design catalogs and marketing materials to support sales, including proactive outreach based on account milestones.
- Introduced structured processes, such as scheduled art updates, to keep designs fresh and ensure new artwork is ready ahead of key selling periods.
- Spearheaded internal initiatives, including custom order marketing strategies, earning leadership backing for implementation.
- Collaborate across departments to align design work with sales goals and client needs.

Graphic Designer

Advanced-Online A Follett Company, Coppell, TX | October 2021 – August 2024

- Created and maintained internal brand guidelines for diverse clients
- Resolved potential client issues by ensuring precise product and art specification
- Managed a diverse portfolio of accounts, ensuring client satisfaction within a high-volume environment.
- Contributed to design projects, significantly reducing turnaround times through streamlined workflow
- Developed process training guides, enhancing team efficiency and knowledge transfer
- Spearheaded the image department, managing updates, new account setups, and product additions.
- Trained and mentored a dynamic team of designers.

Digital Imaging Specialist

Advanced-Online A Follett Company, Coppell, TX | May 2021 – October 2021

- Created image mockups and product photography for e-commerce, ensuring visual consistency across websites.
- Managed updates and personalized content for multiple client websites, enhancing user experience.

Production Process Technician

Shutterfly, Inc | June 2020 – February 2021

- Edited images for school photography projects, improving efficiency; managed order spreadsheets.
- Trained teams on software tools to enhance workflow and resolve technical/customer challenges.

Visual Media Specialist

Hardin Simmons University | August 2017 – May 2020

- Coordinated photo/video shoots to ensure brand consistency and visual alignment.
- Developed and implemented visual strategies to strengthen brand identity across media channels.

EDUCATION

Bachelor of Fine Arts, Photography | *Minor in Honors Interdisciplinary Studies*

Hardin-Simmons University | May 2020