Portfolio ↘ wtwentyseven.com

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AMY JO WIMMER

Design Leader + Strategic Thinker + Accountable Executer

DESIGN LEADER WITH TWO+ DECADES OF EXPERIENCE.

CREATIVE

- Creative direction
- Art direction
- Workshop and ideation facilitation
- Key messaging and calls to action
- Compelling narratives
- Legible typographic hierarchies
- Useful and evoking color palettes
- Compelling still and cinematic image direction
- Welcoming compositions mindful of cognitive load and timing

LEADERSHIP

- Vision and goal setting
- Alignment with business strategy and audience needs
- Design as a service
- Annual planning
- Project management and budgeting
- Team organization and resourcing
- Talent acquisition
- Training, direction, support and progress reporting for direct reports
- External resource & vendor management

DESIGN OPS

- Facilitate lean project management design sprints using design thinking
- Define, distribute, regulate and reinforce visual brand standards
- Append standards for new technologies or organizational change
- Design and editorial workflow management
- Internal and external project communication standards
- Creative asset management
- Technology and supply management

BRANDING

- Segmentation, positioning and identity
- Creative brand assets
- Brand standards and visual guidelines

INTEGRATED MARKETING

- Omnichannel marketing strategy
- Integrated social media, email and digital/traditional advertising campaigns
- Marketing platform integration
- Persona development and journey mapping
- Data analytics

Strategic visionary with a bias for effective action, helping organizations develop the right thing for the right people in the right way.

RECOGNIZED STRENGTHS

Strategic design. My methodology for creating exceptional experiences is to combine a strategic design thinking approach with stellar creative execution. I thrive in opportunities where design is a well-respected avenue for meeting organizational goals.

Collaborative leadership. Exposure to a wide range of business needs for a variety of industries has awarded me the opportunity to develop a unique skill set for collaboration. Leading multidisciplinary teams to creative solutions is truly a passion of mine.

Efficient delivery. Exceeding expectations is a direct outcome of effective communication. Active listening, effective planning and flawless execution are just as important to me as the creative process.

PROFESSIONAL EXPERIENCE

W27 FREELANCE DESIGNER Chicago, IL | 09.16 – present

wtwentyseven.com Work with clients to build and strengthen brands, create superior experiences and measurably improve outcomes. Extensive experience in multiple industries and collaborating with many disciplines.

Mentor and guide teams to deliver solutions using the most efficient and effective path possible, develop streamlined processes and organize for effectiveness.

IRI CREATIVE DIRECTOR Chicago, IL | 02.14 – 09.16

iriworldwide.com Served as IRI's first in-house creative director for both the technology and strategic marketing teams. In that role, significantly expanded IRI's visual brand identity for propietary SAAS products, mobile apps as well as printed, digital and experiential marketing deliverables.

Designed proprietary SAAS products and consumer-facing mobile apps from the ground up.

Lead creative direction and oversaw event vendors for IRI's flagship client conference for nearly 1,000 attendees. Post-event survey results validated that the design helped elevate the brand in the eyes of the attendees.

Continually challenged status quo, offering design and technology solutions to communicate highly complex and highly technical information in a fresh and engaging way.

Created IRI's first-ever corporate videos that drilled down highly complex info into an easy-to-understand and connected visual story for viewers.

DIGITAL

- End-to-end, omnichannel strategy, innovation and design
- User experience design
- User interface design
- Interactive design standards
- Website design
- Mobile app design
- Email design
- Data visualization
- Dashboards

CONTENT MARKETING | PUBLISHING

- Content strategy
- Thought leadership
- Blog strategy and design
- Social media strategy and monitoring
- Infographics
- Presentations
- Print or interactive publications

EXPERIENTIAL

- Event branding
- Integrated marketing campaigns for event promotions
- Attendee experience strategy and development of support materials
- Traditional and interactive wayfinding
- Self-serve interactive experiences
- Sponsorship activation
- Temporary or permanent branded environments
- Fundraising and recruiting events
- Specialty advertising and apparel

DESCRIBED AS

Creative
Resourceful
Strategic
Empathetic
Dedicated

KNOWN AS A

Creator
Problem solver
Active listener
Systems thinker
Motivator

DI SENIOR ART DIRECTOR Overland Park, KS | 04.12 – 01.14

dimin.com Overhauled workflow and design of request for proposal responses and design award entries, which resulted in a 200% increase in new project and award wins.

Spearheaded a brand refresh which included a suite of company-branded presentation and marketing templates that strengthened brand recognition and improved efficiency throughout the organization.

Managed company website and digital marketing campaigns and continually optimized user experience and design based on analytic insights. In addition to DI efforts, I was also able to draw upon my experience in product marketing to help strengthen the brand of their subsidiary, shieldcasework.com.

Contributed as a strategic planner, designer and project manager on client billable projects for experiential design and wayfinding projects.

McMurry NOW MANIFEST, CREATIVE DIRECTOR Phoenix, AZ 12.06 – 03.12

press release about merger Responsible for the design and marketing of product lines for five professional niches—speech writers, administrative professionals, managers, copy editors and content marketers.

Updated existing brands and created new brands for each segment.

Created print and digital marketing promotions for publications, seminars, award programs and a range of interactive and tangible products.

Oversaw staffing of internal production roles and external creative resources. Ensured that projects were delivered on time and on budget.

Project managed all marketing and product deliverables for internal team and five off-site editors.

Willis Towers Watson SENIOR DESIGNER Chicago,, IL | 09.00 – 08.06

willistowerswatson.com Collaborated with Fortune 500 clients on communication campaigns in the areas of employee benefits, talent management, employee rewards and risk and capital management. Prioritized understanding and adherence of established client nuance and branding.

Conceptualized a variety of visual approaches for content, and carried out those concepts through engaging visual campaigns for employee audiences.

Incorporated logical strategy, clear readability, visual hierarchy and balance, logical structure, typographic relationships and color balance in all designs.

Created schedules and estimates, tracked budgets, confirmed billing and helped oversee production with numerous outside vendors and freelance contractors.

EDUCATION

UNIVERSITY OF KANSAS

Bachelor of Fine Arts | 1996
Visual Communications