

Angela Christy

Creative Leader | Art Director | Storytelling Strategist

Detroit, MI | (586) 260-7411 | angela.kipper@hotmail.com | angelachristy.com | linkedin.com/in/angela-christy

Profile Summary

Great design isn't just about aesthetics—it's about storytelling, strategy, and making an impact. As an award-winning Art Director and Creative Lead, I bring over a decade of experience crafting high-impact campaigns that engage audiences and drive business results. I thrive on turning bold ideas into compelling brand experiences, leading teams to push creative boundaries while ensuring every project is both visually stunning and strategically sound. Whether mentoring talent, conceptualizing campaigns, or executing across digital and print, my passion lies in creating work that resonates, inspires, and delivers.

Core Competencies

- **Creative Leadership & Strategy:** Art Direction, Team Leadership, Concept Development, Creative Problem-Solving, Budget Management
- **Brand & Marketing Expertise:** Branding, Market Research, Client Relationship Management, Client Presentation, Social Media Content Strategy
- **Execution & Production:** Print/Digital/Web/Mobile Design, Video & Photo Art Direction, Creative Brief Development, Campaign Execution
- **Technical Proficiency:** Adobe Creative Suite, Figma, Microsoft Office, Color Theory, Digital Asset Management

Professional Work Experience

Freelance Art Director | Fusion92, Chicago, IL & Detroit, MI | **2023 – 2024**

Clients: ADM, Old Milwaukee

- Collaborated with a cross-functional creative team to develop **integrated marketing campaigns** and **social content** for a newly acquired Fortune 500 client.
- Delivered **innovative creative solutions** across various industries, including **human and animal nutrition, food, beverages, and supplements**, elevating brand messaging and engagement.

Art Director | Latcha, Farmington Hills, MI | **2021 – 2023**

Clients: Ford, Ford Pro, KIA

- Led **visual direction** for **Ford's LIVEstream campaigns**, increasing user engagement and enhancing the vehicle ownership experience.
- Partnered with cross-functional teams to design **live sets, digital assets, and print materials**, ensuring seamless brand execution across platforms.
- Strengthened Ford's digital presence by crafting **compelling sales materials** that equipped dealers with high-impact content, directly contributing to **revenue growth**.

Designer | One10, Troy, MI | **2013 – 2021**

Clients: General Motors Accessories (Chevrolet, GMC, Buick, Cadillac)

- Directed **GM Accessories' digital OLA marketing campaigns**, producing **high-performing web and mobile assets** such as banners, mastheads, and in-vehicle ads.
- Spearheaded the design and execution of **multichannel marketing materials**, overseeing digital, print, and video assets to ensure brand consistency.
- Contributed to the launch of GM's **E-Commerce platform**, boosting online sales through innovative **digital media strategies**.

Freelance Art Director | Team Detroit/GTB, Dearborn, MI | **2012 – 2013**

Clients: Ford and Lincoln Motor Company

- Led creative direction for **web and print ad campaigns**, ensuring alignment with brand identity and marketing objectives.
- Revamped key **advertising elements**, increasing brand awareness and driving measurable web traffic to **Ford and Lincoln sales platforms**.

Education

Bachelor of Arts in Digital Media Design | Baker College, Auburn Hills, MI