

ISABELLA O'DAY

OKAAYODAAY@GMAIL.COM

Summary

A formally trained graphic designer with a strong and diversified skill set in production. An endlessly generative and positive individual with the ability to manage and inspire groups of people to do their best work. Experienced in concept ideation and execution of complicated ideas.

Skills

- Programs: Adobe Creative Suite, Microsoft Suite, Google Suite, Shopify, Klaviyo, Monday, Privy
- Technical Drawing, Adobe illustrator, Central St. Martens 2022
- Fashion Illustration, Florence Academy of Art 2018

Experience

Art Director & Producer

Los Angeles, CA | 2020-Present

DDAM

- Conceptualized, presented, and executed campaigns and e-commerce shoots
- Produced all editorial and e-commerce photo shoots, including but not limited to: casting, art direction, meal management, budget, and post-production management
- Designed logo, email/ sms campaign, website, marketing asstes, and all activation deliverables
- Developed long-lasting relationships with Fabric vendors and Factories
- Co-managed development and production of garments, handled all neccessary drop offs pick ups and managed contracted labor.

Stylist Assistant

Los Angeles, CA | 2018-Present

Collina Strada, Simkhai, Ralph Lauren, Behind the Blinds, Disney, and Individual Clients

- Responsible for all styling materials and aesthetics before, during and after shoots
- Organized all returns and receipts proficiently
- Managed interns and worked directly with photographers and art directors to deliver top of the line campaigns

Creative Assistant

New York, NY | 2017-2018

Alana O'Herlihy

- Worked with brands such as; Garage Magazine, Hunger Magazine, Lou Dallas, Mikli, Reebok
- Shot behind the scenes videography and photography
- Created decks and assisted with concept ideation
- Assisited with post production and finalizing deliverables
- Coordinated deliveries of meals, props, and anything for set to run at it's highest caliber

Education

University of Tennessee

BFA Graphic Design
minor in Journalism

2020

Honors Graduate

Award from the University of Tennesseeas most promising graduate in the field of design.