



JILLIAN PAUL | DESIGN + ART DIRECTION

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PROFESSIONAL SUMMARY

Senior Creative with a proven track record of creating dynamic campaigns, brand identity systems, websites, social media content, e-commerce assets, email marketing, print materials, and more. Experienced in a variety of settings such as commercial, fast-paced agencies, and freelance and fractional roles, with expertise spanning beauty, fashion, and lifestyle. Highly self-directed and deadline-driven, I thrive in both collaborative and high-energy environments. Currently seeking a challenging and highly creative Art Director role in a remote, hybrid, or in-office setting. Open to relocation anywhere in the US.

EDUCATION

James Madison University
Bachelors Degree of Fine Art
August 2011 - June 2015

CONTACT

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SKILLS

Creative Leadership
Branding
Web Design
Photoshoot Direction
Digital Design
AI Tools
Adobe Creative Suite
Figma
Video editing
Print Management
Packaging Design

GOPURE BEAUTY | ART DIRECTOR | MAY 2025 - PRESENT | [GOPURE.COM](https://gopure.com)

- Promoted from Senior Designer to Art Director within the first 7 months in recognition of leadership, creative direction impact, and ability to drive high-visibility brand initiatives.
- Managed and mentored three direct reports, providing creative direction, performance feedback, and workflow oversight to ensure timely, high-quality execution across campaigns and deliverables.
- Co-led a full brand refresh across digital and print, creating graphical elements, type styles, packaging templates, and cohesive brand guidelines applied across all channels.
- Directed photoshoot production from creative conceiving and shot list development to on-set visual direction and final image selection.
- Developed and executed campaign concepts for major product launches and promotions, including the Target retail debut, goPure Eye Serum, Firming Belly Cream, and 2025 Black Friday/Cyber Monday, delivering cohesive visuals across web, social, PR, and in-store channels.
- Worked on packaging and eCommerce assets to support the Target retail launch, including product detail pages and in-store displays.
- Partnered cross-functionally on a full website redesign, establishing scalable design systems and building page layouts optimized for user experience.
- Applied CRO principles by analyzing user behavior and iterating on visuals, layouts, and messaging to maximize conversion rates.
- Mentored junior designers, implementing design processes and ensuring consistent, high-quality execution across digital and print projects.
- Utilizing Ai tools such as Nano Banana, Mid Journey, Adobe Fiefly, Phohtsop Generative fill for enhancing and generating images and videos for campaign assets, ads, social assets, video content, and more.

CONTRACTOR/FRACTIONAL | JAN 2023 - PRESENT

- Led creative direction for Made+ fall campaign and holiday campaigns 2025 by implementing mood boards and shot lists, coordinating with photographers, acquiring image assets, designing campaign style and building out across social, email, web, and print assets.
- Led digital campaigns across web, social, email, and paid advertisements for brands such as The Beauty Industry Group (Luxy Hair, Donna Bella, Glam Seamless, and Zala hair), Biba De Sousa Skincare, LTK, Grit and Grace studio, and more
- Led concepts for Luxy Scalp Fill-ins launch and presented to CEO and brand team, as well as designed all digital assets for the campaign across web, email, paid advertisements, and social media

- Collaborated with Creative Director and VP of Creative and worked cross-functionally across organization for new product launches, including Luxy Clip-in Bangs, Dimensional Shades, Holiday Giftables, and Scalp Fill-ins
- Extensive work on Black Friday/Cyber Monday campaigns for Luxy Hair, Glam Seamless, and Zala Hair including email designs and animations, landing pages, e-commerce banners, paid advertisements, social media, and more
- Edited video content in After Effects to enhance brand storytelling and engagement for Luxy Clip-in Bangs and Dimensional Shades
- Designed visuals for LTK app feature launches, like the Shopper Alerts and Scheduling Tool, and created high-impact presentations for clients like Zara and Estée Lauder
- Directed brand strategy and creative for Grit & Grace Studio, refining identity, overseeing product launches, executing email marketing campaigns, managing partnerships and giveaways, assisting in event planning, elevating social media engagement
- Directed concept development and on-set execution for seasonal campaigns, product launches, and e-commerce shoots, ensuring cohesive storytelling and elevated brand aesthetics across all channels.
- Led design and assisted with copy writing and editing for 10+ monthly email campaigns for Biba De Sousa ensuring a cohesive and visually engaging brand presence
- Art Direction for The Zesty Table from crafting a brand identity system, overseeing design and visuals, shooting and directing for photoshoots, design and build for a new website and assisting with social media scheduling and content
- Freelance brand identity and website design for many local businesses in Charleston SC, such as Plethora Jewelry, The Charleston Diaries, Eudaimonia Wellness Coaching, Sea Island Concierge, Hannah Chait Fine Art, Sable and Thorn, Voyage Travel Agency and more

BLUETEXT | SENIOR DESIGNER | FEB 2022 - FEB 2023 | [BLUETEXT.COM](https://bluetext.com)

- Led design for wireframing, designs, and edits for client websites for a large number of brands including Arka, Aperio Global, Uniken, Sixfifty, USDisco, Netrix Global, Public relay and more
- Led design on brand identity projects for a large number of brands such as Arka, Aperio Global, GMAT, Uniken, Sixfifty, Eclipse and more
- Worked on campaigns for advertisements such as the "Thing Tamer" campaign for Phosphuros
- Quickly transitioned into leadership role where I directed designers on projects and reviewed and approved work such as branding concepts, brand guidelines, logo designs, web design and more
- Worked within project management systems and collaborated with cross functional teams to ensure design and marketing efforts were aligned seamlessly for all campaigns

PUNCH DIGITAL STRATEGIES | SENIOR DESIGNER | SEPT. 2020 - FEB. 2022 | [PUNCHTEAM.COM](https://punchteam.com)

- Independently worked on brand identity development for a diverse range of clients, including Capitol Golf, Cado Security, Swish Data, and more, creating cohesive visual identities tailored to each brand
- Designed wireframes and website layouts for clients such as Edengreen, Cado Security, Synsaber, and TenEleven Ventures, ensuring intuitive user experiences and strong brand alignment
- Developed white papers and report layouts for companies like ID.me, Blackcloak, Gravwell, BedTimes, AIRINC, and Strider, transforming complex information into visually engaging, reader-friendly designs
- Created social media assets, illustrations, and infographics for Edengreen to enhance brand storytelling and engagement
- Designed Google Ads for Blackcloak, ThreatConnect, AIRINC, and others, optimizing visuals for performance and brand consistency

AIA | GRAPHIC DESIGNER | SEPT. 2018 - SEPT. 2020 | [AIA.ORG](https://aia.org)

CBRE | MARKETING DESIGNER | DEC. 2016 - SEPT. 2018 | [CBRE.COM](https://cbre.com)

JMU MARKETING | STUDENT DESIGNER | MAR. 2014 - JUNE 2015 | [JMU.COM](https://jmu.com)