

molly long

916.216.7825
los angeles, ca

linkedin.com/in/mollyklong
mollylongdesign.com

Graphic designer, art director + storyteller based in los angeles with 10+ years experience in design and branding currently working in prestige beauty. Fond of making people smile, puzzles and puns.

technical skills

illustrator
indesign
photoshop
after effects
microsoft office suite
keynote

professional skills

art direction
design for print & web
production design
brand identity
photography styling
video + photography production
visual merchandising design
social media design
project management
logo design
typography
storyboarding
photo retouching
apparel design & printing
calligraphy & hand-lettering

education

Bachelor of Arts, Studio Art
University of California, Irvine
2009 - 2013
Honors:
Latin Honors
Golden Key International Society,
Order of Omega

experience

SENIOR GRAPHIC DESIGNER

Dermalogica / 2019 - present

Conceptualizes, develops and helps execute 360 launch campaigns for new global product innovations - including developing campaign visual direction, overseeing all associated packaging production, managing and directing launch photography and campaign video, and overseeing creation of print and digital campaign assets for global markets.

Manages, produces and directs digital campaign shoots, starting with organizing pre-production (talent, product, prop needs, etc.) to overseeing retouching.

Executes and manages design of marketing materials for both print, digital and social channels.

Ensures brand continuity in visual messaging across all marketing channels

Oversees and manages creative timelines for all innovation and global campaigns

Collaborates closely with cross-functional teams to execute holistic campaigns - including copy,

ART DIRECTOR

Steadfast Companies / 2017 - 2019

Directed and developed the creative design and execution of visual communication that conveys and represents the company's marketing objectives to its multi-channel customer base.

Redesigned, executed and maintained brand strategies & guidelines for Steadfast Companies, Steadfast Management Company, and Steadfast Giving Tree Foundation.

Managed the art design & production of all company publications, signage, advertising and branded materials, including brochures, advertisements, direct mail, keynote presentations, reports and corporate identity pieces from concept to completion.

Implemented new campaigns & enhancements to current projects to improve the brand and extend marketing reach.

PARTNER / DESIGNER

Park Hoppers on Parade / 2017 - present

Responsible for the design, art direction and management of all the company's product lines, including graphic apparel, accessories, technology wallpaper and more.

Manages all aspects of product development and launch campaigns, including design, printing, photography editing, email marketing, social media marketing.

Develops, designs and maintains all marketing brand identity, including website design, logo, and social media branding.

GRAPHIC DESIGNER

steadfast management company / 2013 - 2017

Responsible for the overall creative direction and design of marketing materials for Steadfast Management Company and its property portfolio assets.

Developed, managed and maintained Steadfast Management Company Brand.

Worked with marketing partners and associating departments to optimize, develop and distribute marketing materials.