



Hi! I'm Amy Glaser.

I'm an art director, designer, problem solver, list-maker, explorer, and ice cream lover.

EXPERIENCE

Innovation Protocol | Designer, JULY 2021-JAN 2024

Served as clients' point of contact for strategic creative counsel, leading meetings, presentations, and workshops with executives and directors.

Developed integrated brand toolkits tailored to the needs of established businesses and startups, culminating in the creation and delivery of thorough brand guidelines.

Crafted a comprehensive visual system for a prominent business-solutions company guided by extensive competitive research. Applied this system to the development of an award-winning, multi-page website, showcasing a seamless collaboration with developers and stakeholders, refining content, flow, and design.

Flexed the company's internal visual brand, including managing and creating custom, annual holiday gift packages.

Ingenuity Design | Senior Designer, JUNE 2020-JULY 2021

Designer, JUNE 2018-JUNE 2020

Own projects from concept to execution, collaborating with account, project management, copy and creative towards design solutions on an array of brands like Splunk, eBay, and TD Bank.

Partnered with web developers and video producers, providing art direction, designed assets and feedback throughout production process.

Contribute to growth of internal culture by ideating and designing agency-brand social posts, and planning and designing materials for agency events.

Concepted and designed various touchpoints and supporting tactics to educate Splunkers about Splunk's rebrand.

Developed event concepts for the TD Bank Spring Management Conference, designing a wholistic thematic which included engaging presentations and tactics while collaborating with producers and technologists to bring event to life both on site and virtually.

Catapult Marketing (Epsilon Agency) | Art Director, JAN 2017-JUNE 2018

Collaborated with creative team on concept development and end-to-end execution of integrated retail campaigns for Pernod Ricard brands (Absolut, Malibu, Beefeater, Seagram's and Avión) across digital and print platforms.

Contributed to ideation and design of new business creative under restrictive timelines.

Gained deep understanding of product portfolio and varied target demographics to produce differentiated ideas and creative.

Catapult Marketing | Associate Art Director, JAN 2016-JAN 2017

Mastered shopper-marketing best practices for both retail and digital activations.

Managed multiple projects simultaneously across several client brands, including, Pernod Ricard, Uncle Ben's, Anheuser Busch, Mars Chocolate, Galderma, Family Dollar and Kraft.

Freelance Designer, 2015-PRESENT

Clients include: NYLUX Events, VergeSense, Sterling Engagements, Provenance Meals, Catch TwentyFour, and Deep Track Capital

Collaborate with CEO's of luxury businesses from event planning to healthy meal services.

- Ideate and create branded assets for high-end events including logos, invitation suites, and signage.
- Uplevel packaging and digital touchpoints for upscale target audiences.

On-site liason for guests while ensuring all aspects of an event is running smoothly.

EDUCATION

Hartford Art School, University of Hartford, 2015

Visual Communication Design, BFA Business (Marketing) at University's Barney School of Business, Minor

Istituto Lorenzo de' Medici, Study Abroad, 2012

AWARDS & HONORS

HearingLoss.com
Outstanding Website Winner 2023, WebAwards

HearingLoss.com
Gold Winner 2023, Titan Health Awards

eBay Seller School Intro
Excellence Award 2021, Connecticut Art Directors Club

Bloomberg Cities Mayors Infographic
Excellence Award 2019, Connecticut Art Directors Club

Graduated Magna Cum Laude

Aerie Art & Literary Journal
Selected to lead design of the journal 2014, University of Hartford

