

caroline wasylenko

art director

carolinewasylenko@gmail.com
carolinewasylenko.com

education

B.F.A. in Graphic Design
Auburn University
May 2017

skills

Software

Figma
Photoshop
InDesign
Illustrator
AfterEffects
Lightroom
Microsoft Office

Tools

Asana
Slack
Chat GPT
Claude

work experience

Amsive – New York, NY

Art Director | 2024 – Present

- Lead creative direction for integrated campaigns across digital and print channels
- Collaborate with designers and copywriters to concept and execute campaign work from brief through final delivery
- Present creative to clients and lead reviews at each stage of the campaign process
- Partner with project managers to oversee timelines and deliverables via Asana
- Deliverables include static display ads, HTML5 ads, emails, social ads, motion ads, direct mail, CTV ads, and landing pages
- Clients span financial services, Medicare/insurance, education, food & beverage, and retail

Visual Designer | 2021–2024

- Developed and executed creative assets across digital and print for a range of client campaigns
- Built out brand systems and campaign extensions, working closely with art directors and copywriters

Junior Designer | November 2019–2021

- Assisted in building out campaign assets across display, social, and print
- Supported senior creatives in translating briefs into polished, on-brand deliverables

High Level Marketing (Formerly Bell Media) – Birmingham, Alabama

Freelancer | October – November 2019

- Short-term contract supporting marketing agency with design deliverables across various digital projects

Luckie – Birmingham, Alabama

Junior Designer | April – October 2019

- Supported a high-volume studio handling 1,000+ jobs annually, producing print publications, sponsorship materials, POS systems, signage, and event collateral for art director-led projects serving clients including Regions Bank, Alabama Power, and Panama City Beach

Contract Print Traffic Coordinator (November 2018 – April 2019)

- Trafficked high-volume print jobs through the studio pipeline, coordinating file movement between creative teams and external print vendors
- Reviewed print-ready files for accuracy, ensuring correct specs, bleeds, and color profiles prior to vendor submission

Contract Graphic Designer (April 2018 – November 2018)

- Assisted in producing print collateral, publications, and signage as an entry-level contractor within a high-volume studio environment