

LYNN CHUBA

CREATIVE DIRECTOR

PERSONAL PROFILE

Accomplished design professional with 20+ yrs experience in design, marketing, and campaign strategy. Adept at solving problems using design thinking.

CONTACT

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PROFILE

With 20+ years in design and marketing, I bring together creative direction, strategy, branding, and web development. As a Senior Art Director and longtime owner of SweetLadyLynnie Design & Marketing, I've led projects ranging from brand development and digital campaigns to web and fashion design. I'm passionate about creating thoughtful, engaging work that connects people with brands and ideas. Outside of design, I'm usually exploring California's mountains, off-roading, and finding inspiration in the outdoors.

EXPERIENCE

SENIOR ART DIRECTOR

MARICI | APR 2021 - PRESENT

- Led creative strategy and design initiatives, increasing donations by 30% through visual storytelling.
- Streamlined workflows, reducing project turnaround times by 20%.
- Directed projects from concept to execution, aligning creative goals with organizational objectives.

OWNER/CREATIVE DIRECTOR

TEAM VIVI REAL ESTATE | DECEMBER 2010 - PRESENT

- Owned and directed SweetLadyLynnie Design & Marketing for 15+ years, delivering branding, marketing, and design solutions across industries.
- Led branding, marketing, and creative projects from concept to execution.

ART DIRECTOR

SKYPARK AT SANTA'S VILLAGE | JUNE 2019 - OCT 2021

- Led design for 50+ print and digital advertising campaigns, increasing brand visibility.
- Created event promotions that increased visitor engagement by 30%.
- Designed all signage, creating a cohesive guest experience and visual identity.
- Collaborated with marketing team to increase social media engagement.

MARKETING DIRECTOR

TEAM VIVI REAL ESTATE | MAY 2018 - OCT 2018

- Led creative direction and integrated marketing campaigns for 60+ properties.
- Developed a WordPress website that increased user engagement by 30%.
- Created tailored marketing strategies that improved campaign effectiveness by 25%.

DESIGNER

LAYER3 TV | MAY 2016 - OCT 2017

- Designed print and digital marketing materials, including ads, rack cards, direct mail, and promotional assets.
- Created transactional and marketing email campaigns from wireframe through HTML/CSS development and deployment.

ART DIRECTOR/UX DESIGNER

TOTALLY TOURIST | MAY 2015 - MAY 2016

- Shaped brand identity and UX/UI for multiple apps, including the WhereToGo web and mobile platform.
- Developed brand voice and social media content across multiple platforms.
- Created brand assets, documentation, and user-focused copy.
- Conducted demographic and psychographic research to guide product strategy.

DESIGN DIRECTOR & ACCOUNT MANAGER

GOOGLE/LIKE.COM | OCT 2009 - DEC 2010

- An integral member of the team responsible for launching Couturious.com.
- Responsible for curating 60% of product on all sites.
- Collaborated across teams to maintain editorial standards, creative direction, and consistency.
- Website development and QA.

EDUCATION

BACHELOR OF FINE ARTS, MAJOR IN ADVERTISING
SAVANNAH COLLEGE OF ART & DESIGN | 2012 - 2015

ASSOCIATE OF ARTS, MAJOR IN FASHION DESIGN
THE FASHION INSTITUTE OF DESIGN & MERCHANDISING | 1999 - 2001

SKILLS

- Art Direction
- Creative Strategy
- Content Development
- AI Expertise
- Digital Marketing
- Copywriting/Editing
- Email Marketing/ Design
- Creative Collaboration
- Strategic Partnerships
- Account Management
- Project Management
- UX/UI Design
- Problem Solving
- Brand Development
- Adobe Creative Suite