



charisse
gallagher

EXPERIENCE

ZIPCAR | BOSTON, MA
Art Director

July 2016–present

Concept, design, and develop award-winning marketing materials for Zipcar across consumer, business, and university segments. Main goals consist of new member acquisition, current member retention, and overall brand mojo. Project types span a variety of formats, including email, social, video, print, content, swag, and OOH, as well as large, multi-component national campaigns.

Currently working on a new customer journey email series. This maps out the extensive and strategic on-boarding of a new member and the corresponding emails they receive in their first 30 days. Ensuring that they're getting the right amount and type of information when they need it—to both reduce pain points and encourage optimal service usage—is key to their success as a Zipcar member.

DANA COMMUNICATIONS | MELROSE, MA / HOPEWELL, NJ
Senior Art Director

November 2004–July 2016

Design and develop creative concepts, brand messaging, standards and marketing materials, focusing on brand continuity across all platforms. Lead team in concept development, branding exercises, presentations and strategic thinking. Art direct and conceptualize photo shoots—both lifestyle and architectural, as well as video shoots and post-production art direction. Clients are mainly in the hospitality and lifestyle marketing fields, with projects ranging from logo design to core creative development to website design. Full working knowledge of UI/UX as well as responsive design, and experience partnering with web developers to create synergy between form and function.

EDUCATION

MASSACHUSETTS COLLEGE OF ART | BOSTON, MA
BFA in Graphic Design

1999–2003

SKILLS

FLUENT IN:

Adobe CC Programs
WordPress/HTML
Digital Design

Photo/Video Shoots
Print + OOH
Post-Production

Project Management
Print Buying

SR. ART DIRECTOR

WHY HELLO!

Since we're going to get to know each other, here is a peek into my world:

Coffee: Grande Caramel Blonde Roast

Wanderlust: J'adore Paris!

Meal: Pasta with lemon, parmesan and lots of red pepper flakes

Smile Inducer: Puns—really dumb puns

Baseball Team: Red Sox, naturally!

Gaga Over: Peonies

Scared Of: The dark...still...

Netflix Binge: The Great British Baking Show

Design Trend: Bold simplicity

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