

Art Director | Graphic Designer | Children's Book Author, Illustrator

Create unique visual solutions that build brand awareness and develop identities that capture the essence and service of a company. Translate a creative vision seamlessly across online and offline marketing channels to build brand relationships with a targeted consumer.

Anne Lambert

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Capabilities

- Print | Collateral
- Logo Design
- Direct Mail
- Packaging
- Website design
- Email/PPT Templates
- Banner Ads
- Event Marketing

Highlights

- Develop and Present unique concepts that meet the marketing and strategy creative brief
- Maintain an existing brand look, while evolving it through a compelling message
- Industries: Health Care, Pharma, Consumer, Information Technology, Financial, Education, Marine
- Create an Identity for a brand starting with a logo then translating across all collateral
- Collaborate with Creative Director, Strategy and Copywriters
- Combine key words, photographs, typography and design elements that best capture the message and deliver the information clearly and memorably
- Explain Creative Rational behind each concept to Account Executives and Clients in a clear and compelling, Visuals, Voice and Word Document
- Inspire, Mentor, Lead & Select Creatives; Designers, Photographers, Illustrators to develop concepts and deliver a chosen theme consistently across all media, Supply Meaningful Information that guides creatives in the right direction so they can focus and create

Skills

- Adobe CC for Designers, Mac platform; InDesign, Illustrator, Photoshop, Fresco App for iPad
- Select Photographers based on best fit stylistically and project budget
- Sketch Concepts, Create Mood Boards, Word Doc. Concept Themes
- Illustration, various styles to best fit project
- Production
 - Press Ready files for Offset & Digital
 - Prepare Layered files for Web Developers
 - Approve Press Proofs
 - Press Check Offset jobs
 - Select Paper Stock
 - create die-cuts
- Determine Job Scope: work with client to establish media needs, art direction
- Project Manage; create budgets, work with print vendors and developers

Awards

- HERMES Gold, Historic Beverly, Marketing/Promotional Campaign, April 2018
- MARCOM Platinum, International, Historic Beverly, Marketing/Promotion Campaign | Branding, Nov. 2017
- MARCOM Gold, International, The Women's Fund, Marketing/Promotion Campaign | Branding Nov. 2017
- MARCOM Gold, International, Harborlight Montessori, Branding Refresh, Nov. 2016
- MARCOM Gold, International, City of Spartanburg Employee Benefits Welcome Package Benefits/HR, Nov. 2016
- MARCOM Gold, International, Health Quarters, Multi Media Campaign Materials (Other), Nov. 2014
- MARCOM Gold, International, Homebase Abroad, Marketing/Promo Campaign/Branding Refresh, Nov. 2013
- MARCOM Gold, International, Atlas Corporate Logo, Design (Print)/Logo, Nov. 2013
- MITX Interactive Awards, Best Consumer Healthcare Publication November 2008
- NEDEMA, New England Direct Marketing, Best Print Technique June 2008
- Cramer, Achievement–Recognition, 2001
- Cyrk, Most Valuable Player for Consistent and Significant Contribution to Sales and Profit, 1995



Experience

Represented by Birch Literary, Oak Ridge, NC, February 2022-present Author/Illustrator, Children's Books

LUCKY JUMPS (Picture Book, 12/2023 Release, BRW)

- Lucky is a weathervane grasshopper that wishes on a magical supermoon to be real for a day. He wakes to find his copper shell transformed into a green exoskeleton. Finally, Lucky feels grass under his legs, enjoys sweet smells, and discovers what he sees from up high is quite different down below.

Anne Lambert Creative, Scituate, MA, July 2010-Present Contract I Freelance Art Director, Designer

- Clients: Satuit Services, Herbalist & Alchemist, Communications Ink: Homebase Abroad, Harborlight Montessori, Historic Beverly, Metan Marine, Smith Yacht, CORSE Foundation Inc.
 - Award winning Homebase Abroad identity creative in collaboration with a PR company. We explored several creatives for this Italian villa rental specialist. A step by step streamlined design process—First I selected several modern, exclusive and hand-crafted fonts and a color palette. Once the client chose the typeface, I then paired it with a range of illustrated/stylized icons: lemons, a key, a roman arch and modern chaise lounge. Getting buy in from the client, step by step, helps to save time. And, design time is well spent exploring what the client feels best represents their service/company.
 - Herbalist & Alchemist redesign of their identity to bring a fresh/contemporary look to how they market their products, while maintaining their recognized and established 30 year niche in the herbal extracts marketplace. Evolved the logo into a simpler bold mark, and added a few more neutral/natural tones to their palette was where I started. This look and simple approach with natural elements was applied to the website design and navigation, product photography style, typeface choices and all marketing and packaging. New herbal kits launch: email, home page, FB, digital ad.
 - Educational intranet website design for Shire called the Classroom. Worked directly with client, a physician, to establish a more engaging Classroom logo and online experience for employees. The new site design better reflects the scientific/educational tools to help non-scientific employees understand DNA/science behind these rare diseases.

CRAMER, Norwood, MA September 2000-June 2010

- Senior Art Director June 2007-June 2010 Associate Art Director Nov. 2001-June 2004
- Art Director June 2004-June 2007 Senior Designer Sept. 2000-Nov.2001
- Clients: Serono Neurology and Reproductive Health Divisions, DePuy, Fisher College, Medtronic, Inc., PwC, Pioneer, Digital Networks, Citistreet, Compaq, Bayer Diagnostics, Solidworks, Rational Software, Inforonics, Discover, Sun Microsystems, Boston Red Sox, Reimer&Braunstein Law, Catholic Charities, Hope Rural School
 - Worked on uniquely presented pitches for PwC, Serono, Bayer, Sun Micro Systems, Coors, and The Phantom Gourmet with Creative Directors and Account Executives that won contracts and generated millions of billable dollars. Key player in winning the Serono Neurology events pitch which evolved into ongoing print and online work making Cramer a trusted agency to Serono.
 - Made Senior Art Director on Serono Neurology account after continued success on evolving the brand. Worked with VP of Strategy, Account Executive, Client and Copywriters to translate marketing messages into visually meaningful solutions to a very specific target audience of MS patients and caregivers.
 - Your Campaign, MS LifeLines digital marketing effort to inform and help patients stay on therapy. Directed and Presented mood board concepts for client review. Refined final choice and got client buy-in on final creative—an inspirational brush stroke look. Broke out concept creative into 21 monthly direct mail and PURL pieces that covered all how best to manage the side effects of an injectable therapy.
 - FisherToday—College Alumni identity for direct marketing to graduates. Worked with VP of Alumni Affairs to create an identity and name for these publications going to older female graduates. The look fused their memory of the college through historical school architecture with the students of today.
 - PwC brand steward; followed very specific brand standards while presenting fresh Event Marketing logos and new photography that captured the essence of the Event while maintaining the PwC look.

CYRK INC, Gloucester, MA 1990 - 2000

- Senior Designer: 1996-2000 Designer: 1992-1996 Production Artist: 1990-1992
- Clients: Coca-Cola, Kraft, Philip Morris (Marlboro), M&M Mars Inc., McDonalds, Pepsi, Pillsbury, FAO Schwarz, Volkswagen, Nascar, Cyrk Retail Brands, Fila, Nations Bank and Timberland
 - Created successful graphics/premiums for customer loyalty programs for Fortune 100 accounts
 - Attend Industry Trade shows and regularly shopped the market to follow design trends



Education

- NORTHEASTERN UNIVERSITY, 1989-1990, Computer/Graphic Art design
- HIRAM COLLEGE, OH, 1984-1987, B.A.; Art History Major, Art Minor