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Shani Sandy, Creative Director

Designing Forward. Driven by a sharp focus on business objectives. Energized by passion for the craft. Determined to produce work of the highest caliber.

EXPERTISE

Change Management
Employee Development
Team Building
Strategic Planning

Art Direction
Communication Design
Corporate Brand Identity
Concept Development
Design Thinking
Graphic Design
Interaction Design
Product Development

TECHNICAL

Adobe Creative Suite,
HTML, CSS, PHP

EDUCATION

Berlin School of Creative
Leadership, Steinbeis Univer-
sity, MBA, Expected 2016

Cooper U: UX Bootcamp
2013

AIGA & Yale
Business Perspectives
for Creative Leaders
2012

School of Visual Arts,
Milton Glaser Program 2009

Tufts University &
The School of the
Museum of Fine Arts,
BA, Art History
BFA, Painting &
Computer Art
2002

Columbia University
1996 - 1998

AWARDS & ACTIVITIES

Arts Board, The Bronx
Charter School for the Arts
2016

GDUSA People to Watch
2015

InSource Board, Digital Lead
2014 - present

McGraw Hill, Mentor
2013 - 2014

S&P Capital IQ
President's Circle Award 2012

McGraw Hill
Corporate Achievement
2009 & 2008

EXPERIENCE

S&P Capital IQ, McGraw Hill Financial, New York
Global Creative Director, 2011 - present

Capital IQ, A Division of Standard & Poor's, New York
Creative Director, 2007 - 2011

Capital IQ, New York
Graphic Designer, 2004 - 2007

Concept Development & Creative Strategy

- Intimately involved from conception to execution in marketing initiatives, product launches, event experiences, and corporate projects producing maximum output through brainstorming, research and analysis.
- Transform fieldwork and insights into big picture stories to form actionable project plans and deliver tangible solutions.
- Improve idea generation and strategic solutions by leading cross-functional teams in alternative, non-traditional methods of problem solving. Such methods incorporate illustrative and diagramming practices, prototyping, associative thinking, and testing.
- Initiate regular working sessions with business leaders across our key global regions to ensure design work and creative strategy aligns with our client benefits and our annual business goals.

Brand Development & Management

- Collaborate with VP of Branding and CMO to solve business challenges related to restructuring, rebranding, and acquisitions.
- Establish policies and repeatable processes to reinforce business unit positioning and protect key brand elements of consistency, integrity, and quality.
- Interpret brand guidelines for effective application in product interfaces and promotional use.

Leadership

- Lead and nurture a team of designers, with emphasis on designers contributing true value-add work.
- Enlist agencies and in-house resources as partners on needs better met through collaboration such as video, programming, market research, and advertising.
- Elevate the role of design strategy in the business by involving designers from initial project stages—shifting design influence beyond production and execution capacities and towards strategic thinking.

9 years as a Creative Director, leading the vision and development of creative strategies. Integrating them across marketing, sales, and technology teams to deliver superior results for a rapidly growing technology business leader.

15 years as a multidisciplinary Graphic Designer working at the intersection of design, technology, and business across mediums.

Led creative direction for brand ad campaign Q4 2014 - Q2 2015. Worked with agency partner to launch campaign across digital platforms such as WSJ, FT and extended campaign with my team via online, print, and OOH units. Campaign resulted in increased awareness and leads.

Launched company's first, entirely in-house conceived, ad campaign. From idea creation to media planning and production across print, outdoor, and online outlets. Campaign made largest debut as station domination in Grand Central Station. During campaign's 3 month run, site visits spiked, producing over 940 leads.

Conducted redesign of website to increase client engagement. Integrated visual and interaction design principles to create meaningful experiences for our clients regarding our offerings and benefits. 31% increase in lead form rates.

Executed 4 major rebrands and the brand migration of 5 acquisitions. Branding deliverables included brand story communications, brand toolbox, training, design and messaging guides, website development, and social media assets.

Spearheaded the development of brand architecture and nomenclature framework for our flagship business and corporate business.

Built, from ground up, a strategic, global, in-house design team that works within and outside of our team. Fostered a team-focused culture by including internal clients in the design process. Lead monthly design huddles to discuss industry topics, business strategy, and identify best practices. Instituted processes for project management and creative development.

Advanced creative thinking on organization initiatives by working with and presenting to c-suite executives.