

JUSTINE PROKUPEK

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PROFESSIONAL SUMMARY

Creative and business-minded Art Director specializing in cross-channel visual communications, video editing, motion graphics, and animation. Skilled in developing cohesive brand identities, translating business objectives into compelling creative solutions, and leading projects from concept through execution.

CORE SKILLS

Creative Direction | Brand Stewardship | Visual Communications | Motion Graphics & Animation | Video Editing | Design Templates & Creative Toolkits | Creative Project Management | Cross-Functional Collaboration | Digital & Print Design | Photography Direction

EXPERIENCE

Art Director | Oriental Trading Company, Omaha, NE | April 2022-Current

- Develop and execute cohesive creative direction across websites, email, digital advertising, video, animation, and print communications while maintaining consistent brand standards.
- Establish reusable visual approaches and creative frameworks for seasonal collections, B2B initiatives, and recurring marketing campaigns to support consistency across channels.
- Edit video content, motion graphics, and animations using Adobe Premiere Pro and After Effects to support digital marketing and brand communications.
- Collaborate with marketing, copywriting, photography, merchandising, and production teams to translate business objectives into effective visual communications.
- Manage multiple concurrent creative projects, coordinating stakeholder feedback, production requirements, revisions, and deadlines.
- Apply established brand standards across creative deliverables, maintaining visual consistency while adapting content for different audiences and communication needs.
- Develop and maintain reusable design templates, creative toolkits, and visual frameworks that streamline production, reinforce brand standards, and ensure consistency across digital and print communications.
- Organize and manage shared digital creative assets, establishing consistent file structures and naming conventions to improve accessibility, version control, collaboration, and asset reuse across teams.

Marketing & Visual Content Lead | eCreamery, Omaha, NE | March 2021-April 2022

- Developed and executed multi-channel marketing campaigns across social media, website, email, and promotional materials to support brand awareness and customer engagement.
- Concepted, styled, photographed, and edited product imagery for digital marketing campaigns, maintaining consistent visual quality and brand presentation.
- Analyzed digital performance and customer engagement data to refine content strategy, contributing to a 50% increase in social media engagement.
- Collaborated with marketing and analytics teams to develop creative campaigns and evaluate digital marketing performance.

Regional Manager | Scooter's Coffeehouse ARC holdings LLC, Omaha, NE | March 2018-March 2021

- Led operations and team performance across five retail stores, ensuring consistency in brand standards, customer experience, and operational performance.
- Collaborated with corporate teams to implement company initiatives, communicate operational needs, and support brand consistency across locations.
- Identified opportunities to streamline store-level processes, improve operational efficiency, and create more effective workflows.

TECHNICAL SKILLS

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Firefly |
Microsoft Office Suite | Bynder | AEM | Stibod STEP (PIM)

EDUCATION

Bachelor of Arts in Studio Art, Graphic Design Concentration, Minor in Marketing
University of Nebraska, Omaha | December 2020