

## CONTACT

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[cjkilpatrick.com](http://cjkilpatrick.com)

## SKILLS

- Creative direction
- Photo and video direction
- Creative project management
- Mentoring and skill training
- Studio management
- Omni-channel marketing
- Ecommerce and print design
- Packaging design
- Photo retouching
- Brand management
- Workflow optimization
- Shopify
- Adobe Creative Suite

## EDUCATION

University of Iowa

BA in Journalism and Mass  
Communication

BFA Fine Arts

University of Iowa

## CAREER SUMMARY

Dynamic creative professional specializing in compelling visual content and strategic marketing collateral that boost engagement and drive sales for omni-channel retailers and B2B brands. Seeking a leadership role as a Creative Director or Senior Art Director within a retail or consumer goods B2B organization, where I can drive brand strategy, elevate visual storytelling, and lead high-impact creative initiatives.

## EXPERIENCE

**HAMMACHER SCHLEMMER**, Chicago, IL  
Senior Art Director

3/2006 to 9/2025

Led internal creative art team for direct-to-consumer omni-channel marketer.

- Delivered \$500K in annual savings by transitioning all creative production in-house—leading team training, mentoring talent, and streamlining workflows through digital asset management systems.
- Achieved significant cost savings by establishing an in-house studio—purchasing equipment, designing tabletop sets, training the art team, and overseeing ongoing studio operations.
- Oversaw all creative production for web and catalog content, generating \$122M in annual sales through strategic execution of photography, design, and video assets.
- Maintained flat photography and video production costs for 19 years by strategically negotiating vendor contracts and fostering long-term partnerships.
- Led the development of 19 annual marketing campaigns, including catalogs (72–124 pages) showcasing 35–150 new items, consistently meeting all deadlines without exception.
- Produced photography and video content for 1,200 new items annually by directing external studio shoots and executing in-house productions—delivering high-quality assets within tight budget constraints.
- Directed large-scale photo shoots by collaborating with studio producers to design and approve custom sets, crafting detailed shot lists, guiding styling teams and photographers, and ensuring final imagery met brand standards.
- Defined and upheld brand standards across all consumer touchpoints, ensuring consistency across sales channels, packaging, and social media.

**Sunstone, Inc**, Morton Grove, IL  
Graphic Design Manager

3/2001 to 3/2006

Led in-house creative team to support fashion jewelry sales direct to consumers and to mass retail channels.

- Led creative team efforts that contributed to earning Walmart Vendor of the Year for four consecutive years—designing planograms, store signage, packaging, and advertising photography.
- Designed and merchandised trend-forward displays and signage in the company's Manhattan showroom for New York fashion markets, promoting company jewelry to mass and bridge retailers.

**Eward Don & Company, Woodridge, IL**  
**Graphic Design Manager**

3/2001 to 3/2001

Led the development of visual content that drove sales in hospitality and healthcare markets

- Directed high-volume product photography for 20,000 SKUs lacking imagery, completing e-commerce launch within a 3-month timeline and strict \$5-per-image budget.
- Helped bring catalog production in-house and implemented a digital asset management system, enabling a four-person team to produce a 300-page annual catalog and monthly 80-page supplements—saving significant outsourcing costs.

**Moraine Valley Community College, Palos Heights, IL**  
**Adjunct Professor**

8/2002 to Present

Teach graphic design courses that prepare students for careers in the creative industry by building practical skills, industry knowledge, and portfolio-ready work.

- Developed and implemented a skills-based curriculum to guide students toward competency in program usage through structured learning and hands-on practice.
- Consistently received positive feedback on student surveys, reflecting strong instructional quality and learner engagement.