

Autumn Haac

Creative Direction, Visual Design & more

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HELLO! I'M A...

Senior creative leader with 11+ years shaping brand systems, marketing campaigns, and digital experiences. Expert in turning strategy into bold, accessible design.

EXPERTISE

Creative Direction

Visual Strategy

Brand Identity Development

Brand System Creation

Visual Accessibility

Digital Marketing Design

Event & Experiential Design

UI & Marketing Design

Motion Design

PROFICIENCIES

Adobe Creative Suite

Code-literate

Fluent in design-to-dev handoff

Cvent

Figma

Google Analytics

Hotjar

Microsoft 365

Miro

WebFlow

EDUCATION

BFA in Graphic Design,

MICA, Baltimore, MD

EXPERIENCE

Institute of Management Accountants

Promoted through four roles with increasing leadership and scope

Senior Creative Lead, July 2018 - Present

Visual Identities and Systems

- Led the development of IMA's complete visual identity system, including typography, color strategy, image filters, and vendor-ready brand tools, resulting in fewer agency rounds and improved brand consistency.
- Updated IMA's brand color palette for WCAG AA compliance, ensuring accessibility and inclusivity across all platforms.
- Created extended palettes for UI, wayfinding, and illustration to reduce visual clutter and strengthen brand recognition.

UI/UX

- Reimagined the consumer-facing website with a 40% reduction in dead space, enhanced hover interactivity, and page consolidation, boosting engagement and reducing scroll fatigue.
- Implemented new image export standards for web (WebP, compression best practices), which improved page load speeds, SEO ranking, and mobile performance.
- Partnered with developers and sales teams to design new sponsor modules, unlocking three new revenue streams and expanding strategic partnerships.

Marketing Campaigns

- Developed the creative content and visual strategy for IMA's highest-performing webinar campaign to date, 'Power of AI Series': 3,563 registrants / 200%+ increase from prior campaigns; honored by *ON24's Webinars That Rocked* (2024).
- Designed campaign visuals for Fall CMA Promotion, contributing to a 61.6% YoY increase in U.S. candidate conversions.

Cross-Functional & Vendor Leadership

- Directed, managed, and collaborated with external creative vendors and cross-functional stakeholders across brand, product, and learning teams.
- Continued creative oversight and strategic direction for all IMA conferences and events worldwide.

Conferences & Events Creative Manager, April 2021 - February 2024

- Led creative branding, visual design, and art direction for 10+ annual IMA events across 5 global regions.
- Developed event branding frameworks and global brand books, cutting event asset production time by 30% and projecting a 50% decrease in external agency costs.

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References available
upon request

EXPERIENCE (cont.)

Institute of Management Accountants

Conferences & Events Creative Manager, April 2021 - February 2024

- Managed internal designers and external vendors to produce cohesive digital and print marketing assets.
- Provided on-site art direction for AV, photography, and videography teams.

Graphic Design Lead, August 2019 - March 2021

- Oversaw the design of marketing campaigns and conference branding materials.
- Collaborated closely with internal designers to maintain consistency and quality across digital and print deliverables.
- Contributed art direction and production support for global campaign rollouts.

Web and Graphic Design Specialist, July 2018 - July 2019

- Executed and supported marketing collateral for digital and print, including email graphics, web banners, social visuals, and promotional campaigns.

Freelance Designer

Self Employed, September 2017 - Present

- Freelance designer and illustrator, focusing on visual strategy, brand development, and social engagement.
- Developed the brand identity and social media strategy for Haverstraw's Food Crawl, resulting in a 3x increase in attendance in 2021 compared to previous years.
- Select clients include the Haverstraw Riverwide Arts, Garner Arts, and Foster Dogs (NYC).

Dressler LLC

Senior Graphic Designer, March 2016 - August 2017

- Specialized in branding, infographics, UI/UX designs, social and experimental design, illustration, and motion graphics.
- Collaborated with developers, designers, and clients from project initiation to completion.
- Worked with notable clients such as 9/11 Memorial, Wiley Publishing, and the Children's Museum of Manhattan.

Martha Stewart Living Omnimedia

Associate Product Designer, September 2015 - February 2016

- Designed and illustrated pet product collections seasonally.
- Established style guides for all product categories, including apparel, toys, bedding, restraints, and feeding items.

