

Renée Tessier-Nunley

Senior Art Director | Creative Technologist | Brand & Digital

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Summary

Senior Art Director and Creative Technologist with nearly 20 years of experience leading brand, digital, and print work from strategy through launch for C-suite clients in healthcare, pharma, finance, consumer, and entertainment. I pair concept-driven art direction with hands-on execution in Figma, Adobe Creative Cloud, motion design, and front-end code (HTML/CSS/JavaScript), which closes the gap between creative vision and shipped work. I'm known for owning the room in client pitches, building in-house agency models while blowing out design systems, and directing teams and freelancers to deliver on time.

Core Competencies

CREATIVE LEADERSHIP

Art Direction, Creative Direction, Brand Strategy, Concept Development, Storytelling, Client Pitches & Presentations, Stakeholder Management, Team & Freelancer Management, Cross-Functional Collaboration

DESIGN

Brand Identity, Visual Identity Systems, Design Systems, Digital & Web Design, UX/UI Design, Wireframing, Prototyping, Integrated Campaigns, Print Production, Event & Trade Show Design

MOTION & VIDEO

Motion Design, Storyboards, Styleframes, Adobe After Effects, Adobe Premiere Pro

TOOLS & TECHNOLOGY

Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Miro, WordPress, Webflow, Squarespace, HubSpot, Mailchimp, Salesforce, HTML5, CSS, JavaScript, Generative AI Tools (Midjourney, Adobe Firefly, Claude Design)

Professional Experience

ART DIRECTOR & PRODUCT DESIGNER

Visual Goodness | Remote | Jul 2024 – Present

- Lead creative strategy and art direction in a hybrid Art Director/Creative Technologist role, taking product, web, brand, and print projects from concept through production for over 20 clients.
- Serve as the client-facing creative and technical lead, running discovery sessions, concept presentations, and technical working meetings that shortened approval cycles by 10%.
- Direct motion work end to end, from concepts, styleframes, and storyboards through pacing and timing. Produce animations in After Effects and Premiere Pro, and brief and direct specialist animators on complex builds.
- Integrate generative AI tools into ideation and production workflows resulting in shipping two motion projects and a lead-generating website in 3 months time, while keeping final craft and brand decisions human-led.

ART DIRECTOR & PRODUCT DESIGNER

ICR Inc. | New York, NY / Remote | Apr 2020 – Jan 2024

- Pitched and presented brand, web, and campaign work to C-suite clients across tech, healthcare, finance, restaurant, agriculture, real estate, and construction, winning 7 new engagements.
- Directed brand identity, website, collateral, and integrated digital and print campaigns from concept through launch for clients including 7 Brew, AgroFresh, The Beachbody Company, Certegy, Freshpet, Ibexis, Jamieson Wellness, Landec, Live Nation, Rocky Brands, Shoals, and SpartanNash.
- Partnered with cross-functional account, strategy, and development teams using Figma and Adobe Creative Cloud to deliver 10 websites and 13 rebranded programs.
- Expanded the team's capabilities as the go-to resource for WordPress, Squarespace, Webflow, HubSpot, Mailchimp, Salesforce, and hand-coded HTML/CSS/JavaScript, reducing reliance on outside developers and saving an estimated 30% in development expenses.

DIGITAL DESIGN DIRECTOR

Boehringer Ingelheim | Ridgefield, CT | Jun 2018 – Jun 2019

- Built an in-house digital agency model from the ground up, auditing project workflows and establishing cross-department processes that reduced turnaround from 16 weeks to 4, cutting outside agency spend by 30%.
- Led digital design for the Jardiance® brand, owning strategy, concepts, wireframes, design, prototyping, development, QA, and deployment of HTML5 animated banner ads, interstitials, landing pages, and responsive emails across 5 campaigns.
- Assisted in guiding all digital assets through pharmaceutical medical, legal, and regulatory (MLR) review.

ART DIRECTOR

Remedy Partners | New York, NY | Jun 2014 – Aug 2017

- Served as second-in-command to the Creative Director of the in-house agency, managing 1 junior designer and overseeing an average of 23 projects per year.
- Unified marketing and product design into a single design system, improving consistency across 5 touchpoints.
- Ran project kickoffs and directed freelancers and vendors across photoshoots, campaigns, and one-off deliverables.
- Owned concept through print production for all live-event and convention collateral, including trade show booth design.

FRACTIONAL ART DIRECTOR & DESIGNER

Self-Employed | Remote | Jan 2007 – Present

- Deliver brand, digital, and print work on a fractional and freelance basis for clients including Audacy, Benjamin Moore, Condé Nast, Entrée Health, Fine Fettle, Haier America, Keep America Beautiful, NYSCF, Real Pie, and Scrum50.
- Sustained 3 long-term client relationships through repeat and referral work.

Education

BA, GRAPHIC DESIGN

Marymount Manhattan College (now Northeastern University) | New York, NY | 2007