

GENEVIEVE HUMPHREYS

Art Director | Designer — Brand Identity, Campaigns, and Visual Systems

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PROFESSIONAL SUMMARY

Award-winning Art Director with a background in brand identity, campaign development, and cross-channel visual storytelling. Brings a hybrid strength of strategic thinking and hands-on execution across print, digital, and environmental design. Known for creating scalable design systems, leading fast-paced creative projects, and aligning creative output with business objectives.

WORK EXPERIENCE

The Wood Agency, San Antonio, TX

Art Director | Brand Designer

Sept 2023 – Present

- Spearhead creative development for brand campaigns across email, social, and presentation formats, increasing engagement and strengthening client positioning.
- Lead design execution across both print and digital—ranging from large-format outdoor signage to detailed stationery ensuring brand alignment at every touchpoint.
- Oversee end-to-end print production, including vendor coordination and press checks, to deliver polished assets on time and within spec.
- Thrive in fast-paced, client-driven environments by delivering sharp creative solutions under tight deadlines and shifting priorities.

Parallel, A Brand Agency, San Antonio, TX

Junior Art Director | Graphic Designer

July 2022 – Sept 2023

- Promoted from Design Intern.
- Designed full brand systems across print, digital, and environmental channels including outdoor, display, social, and presentation collateral.
- Shaped campaign storytelling by producing monthly newsletters, pitch decks, and motion-ready assets in alignment with brand strategy.
- Collaborated closely with cross-functional teams to develop high-impact visual identities for clients spanning tech, education, nonprofit, and retail.
- Maintained a consistent track record of delivering creative work that balanced visual appeal with strategic intent, under tight timelines.

Design Intern

May 2022 – July 2022

- Supported senior designers on brand identity projects and refined deliverables through concept development and layout production.
- Communicated directly with clients to clarify scope, timeline, and goals—ensuring alignment from kickoff to final delivery.
- Coordinated fulfillment and vendor communications to support seamless project handoffs.

Ruiz-Healy Art Gallery, San Antonio, TX

Gallery Assistant

Sept 2021 – Dec 2021

- Developed and spearheaded an Instagram account revival proposal for the late artist Chuck Ramirez, aimed to chronicle his life and works to recount his accomplishments while marketing his artwork on behalf of Ruiz-Healy as the exclusive representative of his estate.
- Managed social media presence for the gallery and a secondary account for artist Chuck Ramirez, driving growth and engagement.
- Produced digital content and event photography that showcased the gallery's exhibitions and artist roster.
- Maintained awareness of the broader contemporary art landscape to inform communications and programming.

Gallery Intern

Apr 2021 – Sept 2021

Office of Strategic Communications and Marketing, Trinity University, San Antonio, TX

Creative Communications Fellow

May 2019 – Dec 2020

- Promoted from Digital Media Production Intern.
- Created digital campaigns and visual content for university-wide initiatives, balancing marketing goals with brand standards.
- Designed print and digital content for university-wide initiatives and social media, applying tools like Photoshop, Illustrator, and Canva in a fast-paced, collaborative environment.

Digital Media Production Intern

Jan 2019 – May 2019

EDUCATION

Trinity University, San Antonio, TX

Bachelor of Science Degree Business Administration, Marketing Concentration

Graduated 2021

Bachelor of Arts Degree Art History

Minor in Medieval and Renaissance Studies