

Genevieve Humphreys

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

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WORK EXPERIENCE

Independent Contractor, Austin, TX

Art Director | Brand Designer | Strategy Consultant

Oct 2025 – Present

- Lead art direction and design execution for branding, campaign, and environmental projects across agriculture, transportation, public-sector, and civic-focused clients.
- Contribute to large-scale U.S. transit initiatives in partnership with a Los Angeles-based agency.
- Develop visual systems, campaign assets, and presentation materials across print, digital, and experiential touchpoints.

The Wood Agency, San Antonio, TX

Art Director | Brand Designer

Sept 2024 – Oct 2025

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

Junior Art Director | Graphic Designer

Sept 2023 – Sept 2024

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 with cross-functional teams to develop high-impact visual identities for clients spanning tech, education, and nonprofit.
- 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.
- 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

Digital Media Production Intern

Jan 2019 – May 2019

EDUCATION

Trinity University, San Antonio, TX

Bachelor of Science Degree Business Administration, Marketing Concentration

Bachelor of Arts Degree Art History

Minor in Medieval and Renaissance Studies