

MARYANN SALTONSTALL

ART DIRECTION CREATIVE DIRECTION DESIGN

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maryannsaltonstall.com

With over 20 years of marketing and advertising experience, I do everything from supervising projects and leading creative teams, to doing the work myself. I am a passionate, detail-oriented art director and designer who loves to innovate, concept and design.

Whether it be contributing to content strategy or developing an integrated brand campaign, I strive to find the most creative and impactful solutions.

I have extensive experience designing and art directing brochures, videos, websites, banners, emails, demos, direct mail, outdoor, POP and print. I love the business and enjoy having fun with every project.

Clients

Amazon.com	Helzberg Diamonds
Ameritas	Hewlett Packard
Applied Materials	Intel
AT&T	Kikkoman
Bay Club	McKesson
Blue Shield of California	Microsoft
BMW	MUFG Union Bank
California Table Grapes	Nissan
Charles Schwab	PG&E
Del Monte	Securifi
Disney	SouthCorp Wines
Flexjet	University of Phoenix
Gallo	Union Bank

Agencies

McCann-Erickson	Organic
FCB	Havas
Chiat/Day	G2
Swirl	Rosetta
Creative Lift	Amazon
C2	Grey SF
Motivate	Aplo Group

Education

Art Center	State University of New York
College of Design	Albany
Pasadena, CA	BA English Literature
BFA Advertising Design	
Graduate with Distinction	

Awards

Communication Arts	San Francisco Show
Kelly finalist	OBIE
Clio finalist	Ad Week Best Spots
D&AD	Effie

Art Director for contract, freelance, and projects

Experience

Union Bank :: Contract Associate Creative Director

March 2015–October 2016

Developed and led all creative and design for the launch of The Private Bank brand for Union Bank. Managed all meetings and presentations with the client on an 8 month project for the bank's internal sales team. Produced a sales kit which included an 18 page brochure, 20 sales sheets, cards, labels, folders, a view book, website, and video. Supervised and oversaw retouching for an entire library of images with the internal production department and the external vendor. I also created integrated campaigns for Union Bank marketing initiatives including in-branch digital signage, POP, ATM machines, brochures, videos, and web and mobile campaigns.

Motivate :: Contract Associate Creative Director

March 2016–October 2016

Concept, design, and production of a video and web assets for Securifi, a Smart Home Wi-Fi system.

Charles Schwab :: Contract Associate Creative Director

March 2014–March 2015

Concept, design, and production of Schwab marketing materials, including several videos, brochures, emails, event signage and direct mail campaigns. Created a highly successful social media campaign with splash page and banners which ran on United airline flights. We also completed a full audit and redesign of the Schwab HR intranet. Created, designed and managed all production. Our work also included an integrated email campaign for onboarding new employees.

Creative Lift :: Contract Associate Creative Director

February 2013–January 2014

Art direction and redesign of the Ameritas website. I was part of a team that managed a complete content audit and UX redesign which combined 5 different companies under one website. This included an all new navigation and homepage design and 32 individual template pages, 4 modules, and a 40-page digital brand guidelines.

Swirl :: Contract Associate Creative Director

January 2011–January 2012

Designed and managed the PG&E bill redesign. Designed and conceptualized many projects for Western Athletic Clubs/Bay Club. Created spa brochures, outdoor advertising, internal club signage, holiday promotion materials and even design of shuttle vans.

University of Phoenix :: Contract Associate Creative Director

January 2010–January 2011

Worked within a core team to launch the rebrand of University of Phoenix. Projects included web, videos, direct mail, signage, event collateral and brochures.

Additional contract work: Organic, Havas, G2, Rosetta, Amazon, and PJA

McCann Erickson :: Associate Creative Director

2000-2010

Both a creative lead managing teams and a doer on many global Microsoft initiatives. Concepted, designed, managed and produced many fully integrated campaigns. I was lead art director working with world class photographers on the Microsoft "Realizing potential" campaign which was a Kelly finalist. Campaigns included print, websites, streaming videos, banners and direct mail. Other clients included Applied Materials, California Table Grapes, Cathay Pacific Airlines, Southcorp and Nestle.

Foote, Cone & Belding :: Associate Creative Director

1996-2000

Created print and TV campaigns for AT&T, Gallo wines, National Campaign to End Youth Violence, Kikkoman, Amazon.com, and Palm Computing. We created and produced a TV commercial for Palm that was featured on David Letterman and Oprah! Just a bit of extra PR for our client.

Chiat/Day LA :: Art Director

1990-1996

Created and produced award winning work for Nissan which included television, print, outdoor and direct mail. Developed and produced Direct response TV campaign and sales collateral for Mitsubishi Electric and McKesson Water clients.