

Sweet Spots

Hands-on designing, from paper to pixels

Building style guides

Art direction for photography & video

Crafting and delivering creative presentations

Constructive critique

Selling design to non-designers

Managing and mentoring creatives

Bright Spots

2019

Began working with the Austin Young Women's Alliance as a mentor to young professional women in our city

2018

Concepted and crafted Target's Holiday campaign, *Gather Round*

2016

Pioneered a new style of crafting and presenting creative work to Target that led to more business for Deutsch

2014

Taught free art classes to a pile of kiddos at the Children's Institute in Filipinotown, LA

2013

Worked with co: collective to design the book *Threads*, a collaborative pro bono project supporting Dress for Success

2010

Designed the brand identity for Angel's Envy, Kentucky Straight Bourbon Whiskey

Education

Savannah College of Art and Design (SCAD)

MFA Advertising Design

BFA Illustration

Loves

Rescue mutts

Vintage furniture with a backstory

Picture books



Select Experience (Find my full work history at [linkedin.com/in/gretamantooth](https://www.linkedin.com/in/gretamantooth))

Design Director at Indeed (current)

Leading a growing international team of 25+ designers, writers and creative makers to conceptualize and craft global brand marketing projects for Indeed

Developing and maintaining global brand guidelines, including typography, color palettes, illustration and photography style

Concepting campaign ideas for events, global brand platforms and social media

Shepherding creative work (and its makers) through the production process

Thoughtfully hiring full time and freelance design talent to scale our team capabilities

Developing creative career paths for multiple disciplines and working with HR and marketing leadership to implement

VP, Creative Director at Deutsch

Previous roles: Design Director, Assoc. Design Director

Led design for Target projects, from developing design strategy and crafting visual personality to creating design systems across seasonal campaigns

Presented and defended work to internal teams and client partners, including Target SVPs

Managed and mentored a growing team of designers

Collaborated with design leadership to manage and grow our design department

Evolved aesthetics, style, and practice in line with client, design and industry trends

Partner, Design Director at Ogilvy & Mather

Developed design systems for creative clients, including HTC, Qualcomm, Maxwell House CA, and the California Online Healthcare Exchange (Covered California)

Collaborated with chief creative officers to evolve the agency design process and brand

Designed to pitch and win new business, including Qualcomm Snapdragon, won in 2012

Associate Design Director at Crispin, Porter & Bogusky

Previous roles: Senior Designer, Graphic Designer

Directed, mentored and managed a four-member design team, as well as seasonal interns

Drove evolution of a more strategic and integrated agency design process

Created original designs and identity systems and collaborated on various logo, packaging and advertising projects

Designer, Freelance and Full Time, Various Agencies

Concepting and crafting original design work for clients big and small, including brand identity, illustration, digital design, and traditional advertising projects

Agencies include: Hook, Factory Labs, Ptarmak, R/GA, co: collective, Merkley + Partners

Selected clients: Google, GAP, Domino's, Bolthouse Farms, Mercedes Benz, LEMON Magazine