

PORT FOLIO

caroline fenner

carolinefenner.com





CAROLINE FENNER

hello.

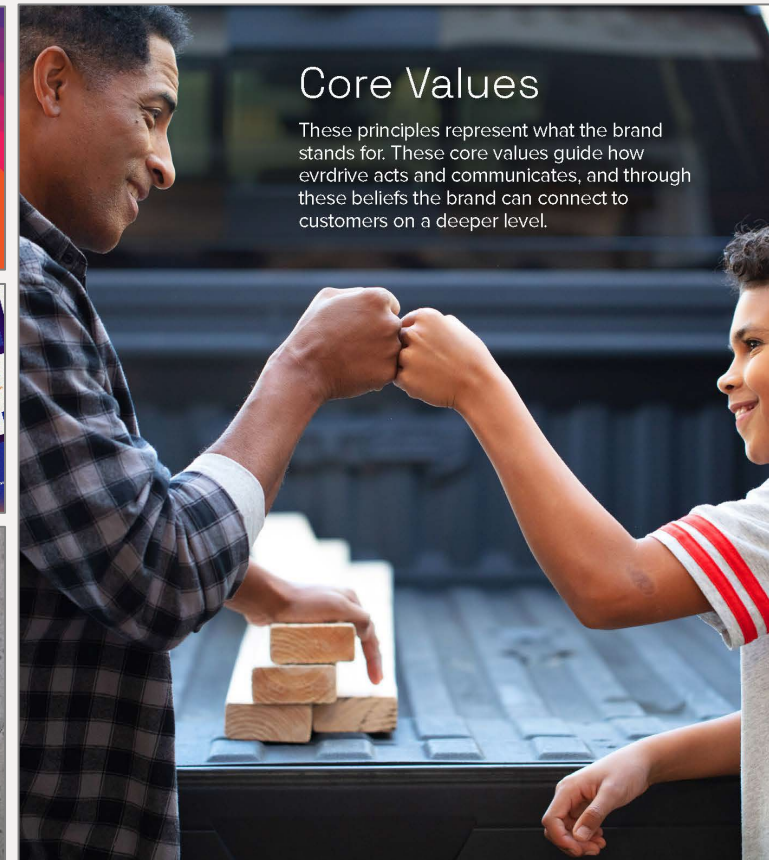
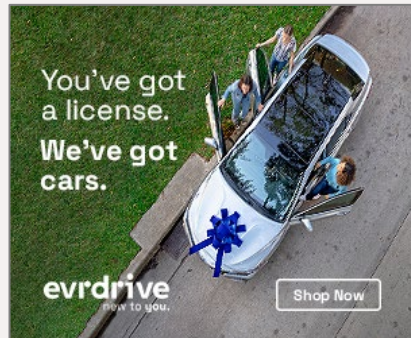
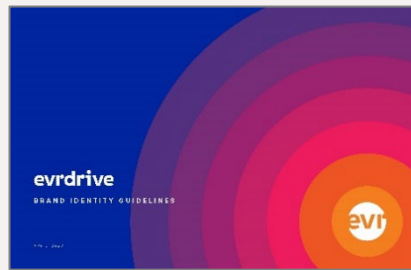
I'm Caroline - a strategically minded Art Director and Designer. With over 7 years' experience, my passion is in creating and building brands through authentic design. I've been lucky enough to work with a wide range of clients from small startups, nonprofits, established luxury automotive brands, and all the way to Detroit's leading cultural icon, the Detroit Institute of Arts.

I have a strong passion for research which gives me a deep awareness of what is trending, coming back, and around the corner in the art world. Interests include attending music festivals, reading, and traveling.

SEEDS MARKETING+DESIGN

Client Work

- art and creative direction
- storytelling
- video production
- storyboarding
- creative strategy
- design
- adobe creative suite
- advertising
- photography production
- brand identity



Core Values

These principles represent what the brand stands for. These core values guide how evrdrive acts and communicates, and through these beliefs the brand can connect to customers on a deeper level.

Trust

We earn our customers' trust with honesty and transparency, and we keep it with service, support, and protection after their purchase.

Innovation

We believe there's a better way to buy a car, so we're not afraid to embrace new ideas or come up with a few of our own.

Customer Experience

Less pressure and sales pitch, more ease and convenience. We offer customers an intuitive, hassle-free car-buying journey from beginning to end.

Operational Excellence

We want customers to expect the best – that everyone from Reconditioning Techs to CXC Advisors are on the top of their game.

Culture

To deliver a brand-new experience we need a brand-new attitude. Everyone at evrdrive is flexible, collaborative, and cares about the customer.

Empowerment

At evrdrive the customer is in control. Our job is to give them the tools and resources to help them find the perfect vehicle for their lifestyle.

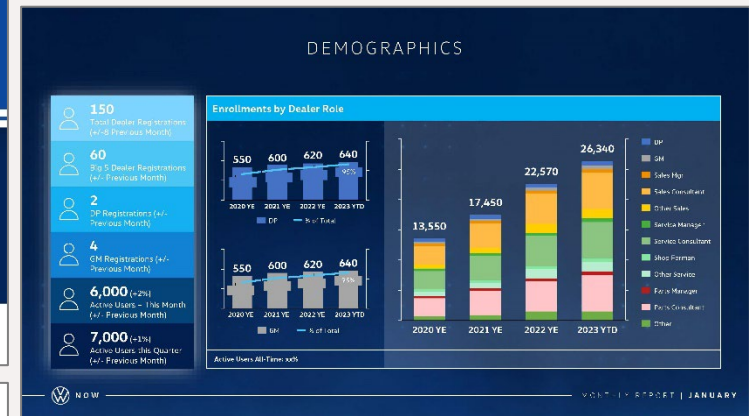
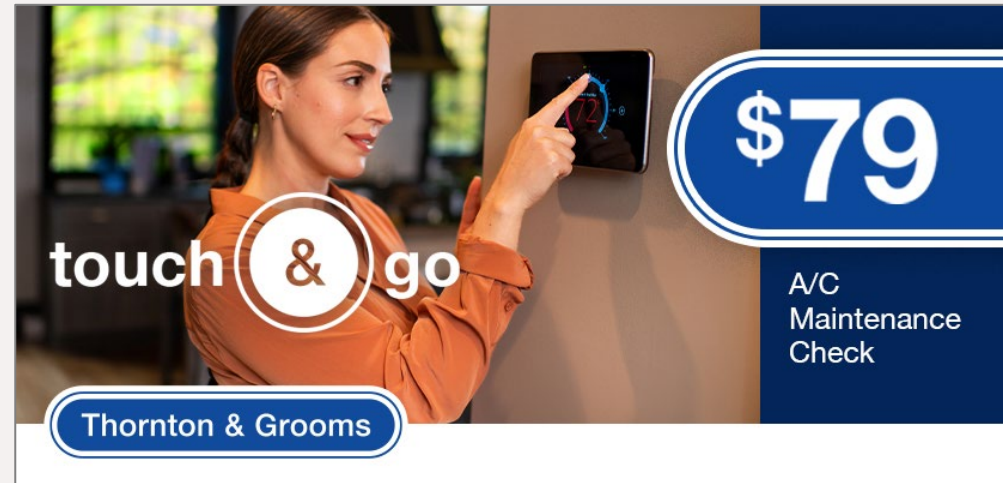
ROLE

Senior Art Director
January 2023-February 2024

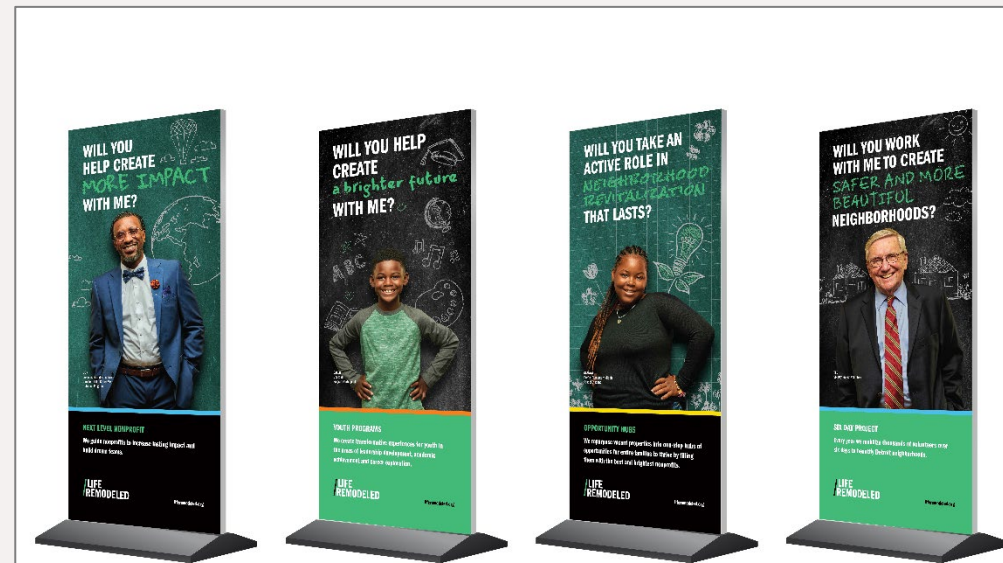
SEEDS MARKETING+DESIGN

Client Work

- art and creative direction
- storytelling
- video production
- storyboarding
- creative strategy
- design
- adobe creative suite
- advertising
- photography production
- brand identity



ROLE
Senior Art Director
January 2023-February 2024



DETROIT INSTITUTE OF ARTS

Work

design adobe creative suite

print and digital materials

traditional and event marketing

windows environment exhibition

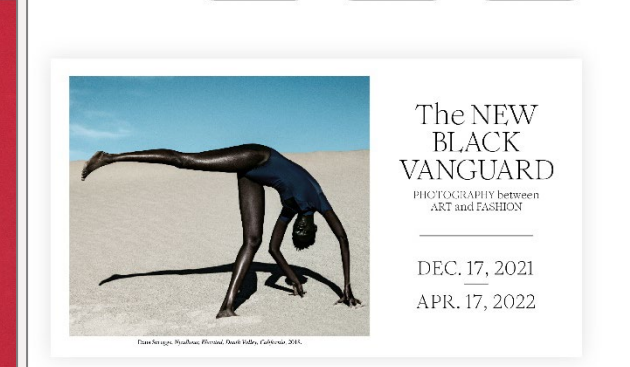
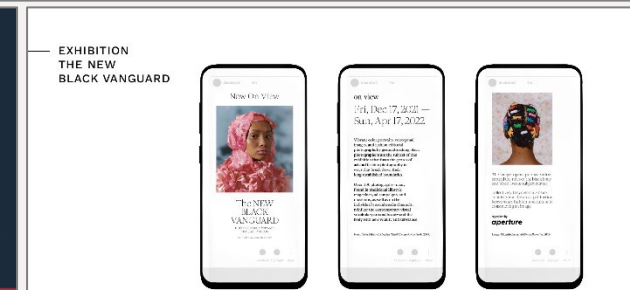
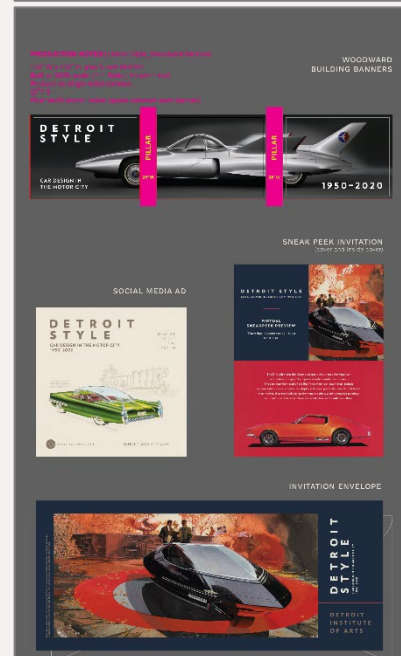
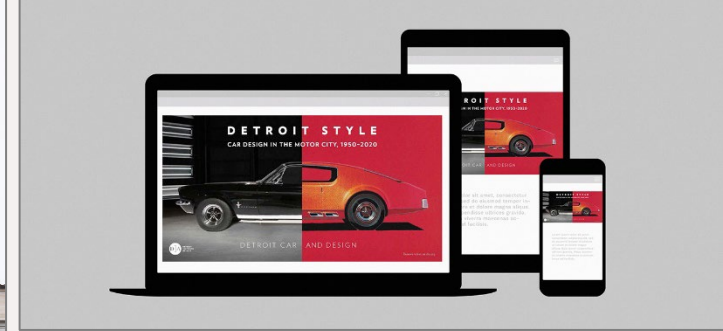
art and creative direction

video production storyboarding

advertising

ROLE

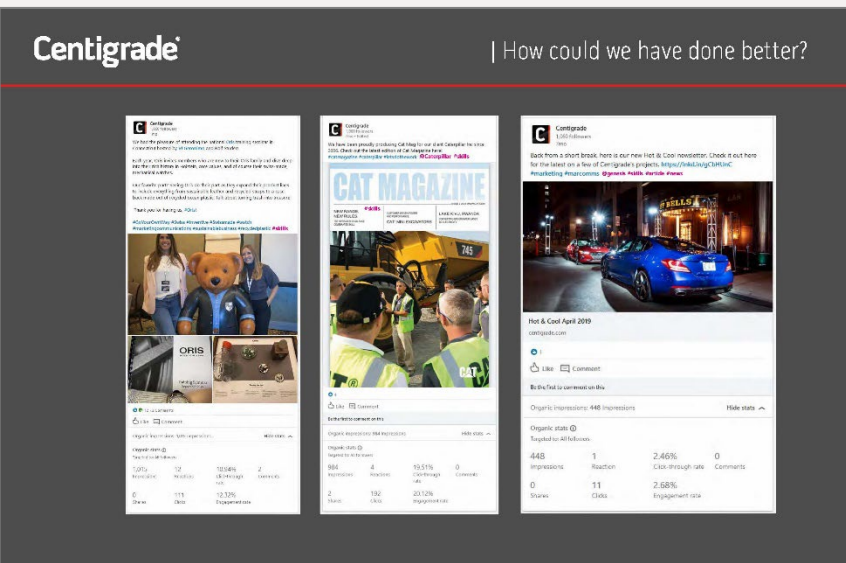
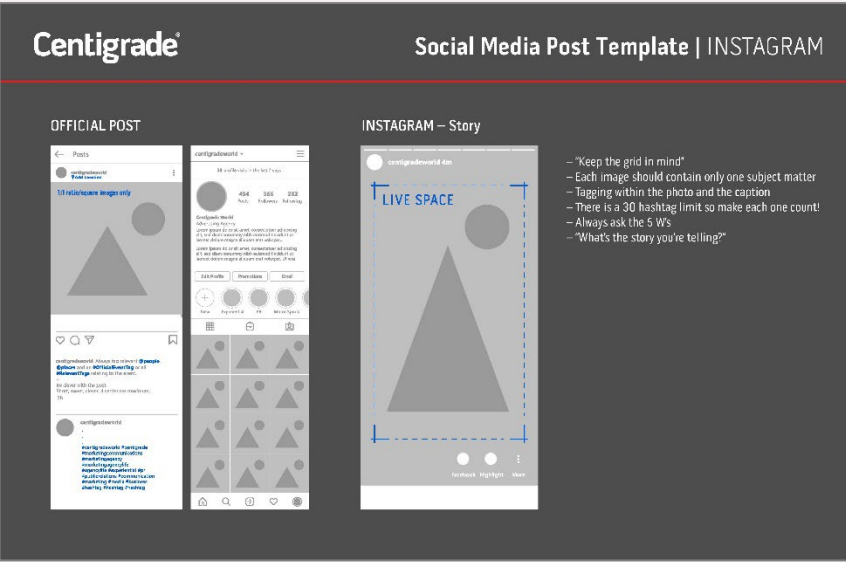
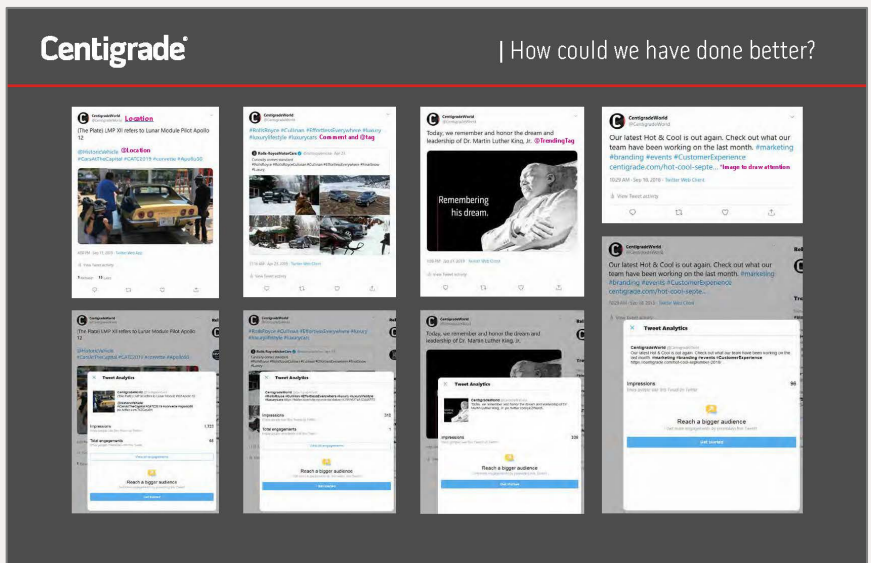
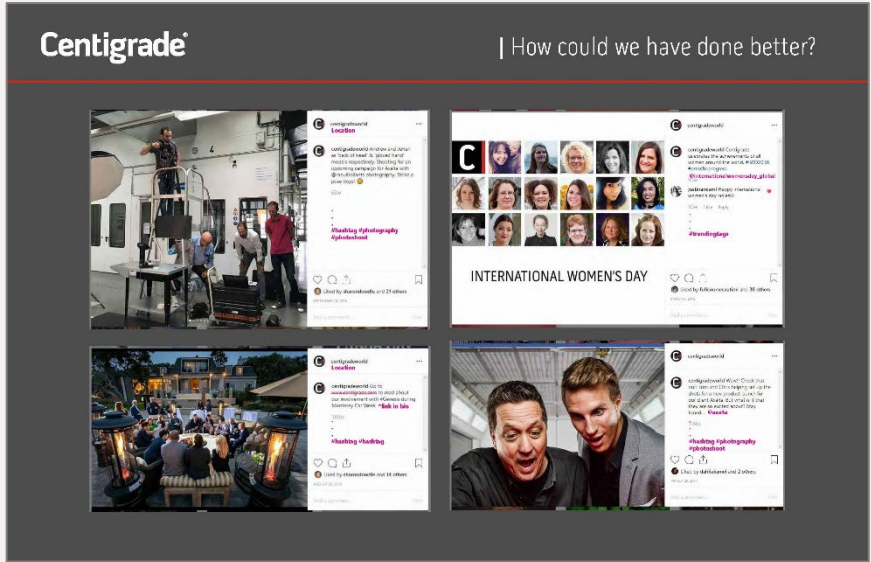
Lead Graphic Designer
March 2020-January 2023



CENTIGRADE

Client Work

- social media production
- animation
- social media management
- video production



- ROLE**
- Lead Graphic Designer
May 2019-March 2020
- Junior Designer
September 2017-May 2019
- Intern
October 2016-August 2017

PROJECT COOKIE JAR



noun

a metaphor (created by me) for projects that have exceeded goal expectations and pushed creative boundaries.

BLACK IS BEAUTIFUL + THE NEW BLACK VANGUARD

ROLES | DETROIT INSTITUTE OF ARTS

Lead Graphic Designer

DETAILS

Black Is Beautiful: The Photography of Kwame Brathwaite and The New Black Vanguard were two traveling photography exhibitions by Aperture on view in consecutive order.

The usual creative collateral suite was created to support the exhibitions, but it was imperative to distinguish the storyline between the two exhibitions. *Black Is Beautiful* celebrated African American beauty and independence. *The New Black Vanguard* celebrated young, black photographers who are pushing the boundaries of black beauty.

results +

- › 17% of visitors were African American which is one of the highest numbers for a photography exhibition.
- › Successful Marketing strategy between the two exhibitions. The NBV led to high-profile reposts on Instagram.
- › The first internal collaboration project to create an exhibition trailer which improved and streamlined video production processes.
- › Positive reception for both exhibitions online and in-person.

ASIAN PACIFIC AMERICAN HERITAGE MONTH (APAHM)

ROLES | DETROIT INSTITUTE OF ARTS

Marketing Project Manager
Lead Graphic Designer

DETAILS

The Detroit Institute of Arts Programming department asked for a flyer to promote their APAHM events.

This occurred during the hate against Asian communities in 2021. In light of this, I chose to deliver a full Branding Identity Package. The branding expanded into social media graphics and ads to promote the events. In 2022, I led the Marketing project for APAHM. With the new branding, this led to expanded signage and digital materials to support to program.

results +

- › A recognizable branding identity to support all APAHM digital events occurring during the COVID-19 pandemic shutdown in 2021.
- › Increased attendance to events online and in-person for 2021 and 2022.
- › Increased engagement and impressions on social media.
- › Program events were shared with the City of Detroit's social media channels.
- › Improved internal collaboration and production processes.

SEEDS MARKETING+DESIGN

ROLES | SEEDS MARKETING+DESIGN

Senior Art Director
Creative Strategist

DETAILS

The challenge was to create a stellar RFP for Volkswagen Group of America of video content to educate VW car owners on how to use the features in their cars. The goal was to produce and deliver videos to show our agency's proof of concept.

Utilizing my research on recent studies and work groups on the best practices for how people learn from an educational video, we were able to use these found practices within our video production.

results +

- › 4-5 final video cuts of key “How To” topics within the proposed improvement of the myVW app.
- › RFP presented the video content within the context an improved mobile app.
- › Improved internal video production processes within a timely deadline.

