

jocelyn schneider

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summary

A collaborative creative, art director, and defender of the “big idea” with over 10 years of experience building brands and experiences in the not-for-profit, global agency, and in-house creative spaces. I’m a design thinker who owns campaigns from concept to production and have been published in the NY Daily News, Glamour Magazine, BOP Magazine, Huffington Post, and Jezebel.

professional experience

Senior Art Director, Employer Brand, Amazon Entertainment **2022–Present**

- Responsible for the conceptual and creative execution of employer-branded campaigns for all of Amazon Entertainment (Prime Video, Amazon Studios, Amazon Music, and Amazon Games) resulting in over 100M impressions across digital and social channels, including LinkedIn
- Art directed the creative execution and launch of Prime Video’s first employer brand, including communications templates, design toolkits, and educational materials
- Managed creative agency relations for specialized projects including cultural milestones and DE&I initiatives
- Acted as on-set art director for Amazon Entertainment’s first photo and video shoots and developed the foundational elements of the organization’s employer brand
- Lead as the employer branding expert for recruiters and marketers throughout the Entertainment organization

Brand Design Lead, Global Communications, Walmart Inc. **2019–2022**

- Responsible for planning and executing brand-compliant communications across internal and external channels including corporate social and newsroom for the Fortune One
- Developed a comprehensive styleguide for photography best practices and regularly provides creative direction for shoots
- Led creative execution of the new Global Tech brand and Social Best Practices training sessions
- Serves as the internal branding expert for designers across the enterprise including e-commerce, stores, corporate, and international

Brand Design Lead + Creative Strategy, Associate Brand, Walmart Inc. **2017–2019**

- Led creative execution and adoption of Walmart’s first internal brand by creating user-friendly communication templates, and design toolkits that are used in 10+ international markets
- Acted as the point person for Employer Brand-related photoshoots, the largest employing over 100 crew members, 40 actors, 7 sets, and has been seen by 1.4 million employees
- Leveraged Facebook Workplace to distribute interactive design tutorials across business segments and international markets

Associate Art Director, Ogilvy **2014–2017**

- Spearheaded creative pitches resulting in several new business wins for the organization
- Performed as lead art director on three global launches by building creative concepts, managing creative conversations with clients, and oversaw studio designers and developers during the production of assets
- Designed key art for rebranding efforts, and tactic development including websites/iPad applications, convention spaces, and countless printed pieces

awards + leadership

Walmart Global People’s “Making the Difference” award	2019
Ogilvy’s “Blood, Sweat & Tears” award recipient chosen by Global Chief Creative Officer	2016
Art Director’s Club of New Jersey Member	2014-2016
Art Director’s Club of New Jersey Certificate of Excellence	2014
1st Place in Presentation: Art Directors Club Of NJ’s Design Derby	2014