

# COURTNEY BEGLIN

## CREATIVE DIRECTOR | EXPERIENCE DIRECTOR

I am a multidisciplinary maker and driven design leader with a passion for visual storytelling. I delight in leading cross-functional creative teams to design brand experiences through cohesive development of voice, vision, and visual language.

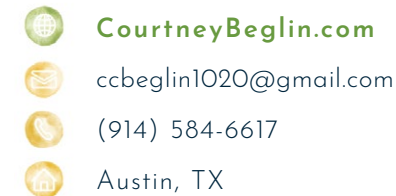
### PROFESSIONAL EXPERIENCE





**Pacify - Sr. Creative Director, Brand & Product** July 2022 - Present  
**Creative Director** Nov 2017 - July 2022

- Led brand discovery of a femtech startup serving **40k+** users, establishing creative vision and visual identity across web, print, digital, sales, and social channels.
- Led redesign of the digital product including UI and UX interactive design; feature enhancements increased initial utilization by a factor of up to **400%**.
- Developed and managed budgets for marketing (**\$1.2M**) and product (**\$2.5M**) departments; on track to deliver at least **\$9M** in business benefits.
- Grew Creative & Marketing team from 1 to **5** (and growing). Led interviewing, hiring, and onboarding, including **2 VP level** executives; supervised **3** direct reports.
- Demonstrated **2.5X higher enrollment** and **25X greater utilization** through new creative brand strategies generating awareness through digital marketing.
- Led implementation of end-to-end CDP / CRM to enhance data analytics, increase marketing conversion, and optimize in-app utilization and development.
- Led cross-functional teams to design and develop customized web portals, SDK white labels, print packaging, and marketing to drive enrollment & engagement.

**Advantia Health - Creative Director** Jan 2019 (acq. Pacify) - July 2022

- Designed parent brand to incorporate **10** stakeholder brands serving **430k+** and support innovation products across digital, brick & mortar, and business development.
- **80%** of survey participants preferred the new brand compared with the original, based on market research surveying **3000+** in key demographics.
- Designed and managed **13** websites within WordPress multi-site environment.
- Grew Creative & Marketing team from 2 to **7**. Led interviewing, hiring, and onboarding for several organizational levels; supervised **3** direct reports.
- Art directed photo / video shoots; wrote concepts, produced storyboards, scouted locations, styled wardrobes / sets, sourced talent, oversaw editing and retouching.
- Led creative brand strategy and interactive design of innovative flagship brand, **Liv by Advantia Health**, to support new user experience and care model
- Directed experience design of Liv site; generated **130%** of member acquisition targets and grew social media engagement by **200%** three weeks after opening.
- Developed multi-channel campaigns across print (direct mail, signage, OOH) and digital advertising (animation, social media, email), and POS conversion.



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### EXPERTISE

**10+** years of experience in a visual design role; **5+** years in creative direction, lead design, and design management roles.

Work featured in **Washington Business Journal**, **Washingtonian**, **Metropolis**, **88 Design Box**, **Dexigner**, **Charged.fm**.

Guest speaker at DC Creatives, Cornell University Alumni Career Panel, Westchester Arts Career Panel.

### EDUCATION

**Cornell University** 2008-2012  
BA, College of Arts and Sciences  
Double Major - Art History, American Studies; Minor - Visual Studies

### SKILLS & INTERESTS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Adobe XD), Figma, WordPress, Braze, Rhino 3D.

Creative Direction, Art Direction, Graphic Design, Illustration Design, Product Design, Photography, Fine Art.

## **Ancient Wisdom Productions - Lead Brand Designer**

May 2017 - Nov 2017

- Led brand identity articulation, creative design, and advertising design for clients from e-commerce and consumer products, architecture, technology, and education industries; led brainstorming and feedback critiques to build brand expression assets.
- Guided positive, collaborative stakeholder relationships; delivered creative assets to their internal teams, including branding style guides, logos, websites, videos, studio photography, infographics, visual vaults, and design systems.
- Brand discovery included concept creation, communication design, and content brand strategy for print and digital marketing.
- Clients include **Spider Camera Holster, HOLT Architects, CHESS, Cornell's Bronfenbrenner Center for Translational Research, The Downtown Ithaca Alliance.**
- Produced and expanded high-quality content across websites, social media, and all digital platforms from creation to execution.

## **Mackenzie-Childs - Senior Designer Designer**

March 2016 - January 2017  
September 2012 - March 2016

- Designed, presented, and launched three seasonal launches of up to **200+** premium products for luxury lifestyle and home decor company; worked over one-year design & development cycles, generating revenue of over **\$8M** per season.
- Carried each product from concept creation to technical drawings, catalogue photography, merchandising, and launch.
- Assisted in design and production of visual merchandising and retail window displays for flagship New York City store.
- Delivered technical design packages for vendors, designers, and artisans while leading production training and overseeing QC.
- Created hand-painted trompe l'oeil and graphic surface deco patterns to digitally wrap 3D products; decorated prototypes.
- Curated colorway libraries for seasonal collections, defining Pantone guides across hard surface, paper, and textile products.
- Sourced outside vendors and organized yearly trips to manufacturers across China and the Philippines to help manage production quality, assist partners, and teach fabrication and art techniques to in-house teams of artisans.

## **CBS Television - Graphic Designer**

Summers, June 2010 - August 2012

- Produced high-quality graphics for CBS News, advertising, and promotions in a fast-paced environment, under tight deadlines.

## **Central Park Summerstage - Photographer**

May 2012 - September 2012

- Photographed City Parks Foundation events for publication in web marketing and print media; photos published in **Charged.fm.**

## **SPECIALTY EXPERIENCE**

### **Fine Art & Design - Freelance**

September 2012 - Present

- Freelance brand development, logo design, web and UI design, marketing collateral, album art, and event photography.
- Large-scale mural painting and art installations for businesses, private residences, and live-event painting performances.
- Commission-based tattoo designs, illustrations, and paintings; gallery shows of up to 20 pieces, biannually 2012-2017.

### **Healthy Food For All - Volunteer Photographer & Content Manager**

May 2014 - November 2017

- Supervised event photography and publicity for non-profit providing access to fresh, locally grown produce through CSA's.

## **CONTINUING EDUCATION**

### **Austin School of Film**

October 2022

DSLR Filmmaking Bootcamp

### **ELVTR**

July - September 2022

Art Direction

### **Robert McNeel & Associates**

2013, 2016

Rhinoceros 5.0 Level I Online Training

Rhinoceros 5.0 Level II Online Training

### **Sotheby's Institute of Art**

Summer 2011