



**WRK**

**SENIOR ART DIRECTOR**

SAMSUNG NORTH AMERICA // 2022 – CURRENT

- **OVERSEE** brand standards across all creative work from agencies
- **DIRECT** agency partners to elevate brand creative
- **MANAGE** campaigns across multiple channels
- **CONCEPT** direction for future potential assets

**SENIOR ART DIRECTOR**

CHEIL // 2022 – 2022

- **CONCEPT** new ideas for on location shows and pre-recorded content
- **OVERSEE** visuals on Samsung Live program on Samsung.com
- **DIRECT** video commercial break usage for the live show
- **MANAGE** product layouts on the live show
- **DESIGN** updated graphics and create client-facing presentation decks

**CREATIVE MANAGER**

NEIMAN MARCUS // 2020 – 2022

- **CONCEPT CAMPAIGNS** and sub-stories acting as a creative lead
- **MANAGE** roll out of campaign look and feel to multiple cross-functional teams
- **INSPIRE CREATIVITY** across the organization to foster better collaboration
- **DESIGN** comps for campaigns (print and web) and internal pitch presentations
- **ART DIRECT** supporting editorial photo shoots (on figure and still life)

**CREATIVE MANAGER**

NEIMAN MARCUS LAST CALL // 2014 – 2020

- **OVERSEE** art creative and brand standards in design
- **MANAGE** a team of designers
- **CONCEPT & DESIGN** for large campaigns (Black Friday, Holiday Season, Trends)
- **ART DIRECT** editorial photo shoots (on figure and still life)
- **CODE EDIT** for emails and site refreshes

**SKL**

ADOBE // PHOTOSHOP, DREAMWEAVER, INDESIGN, ILLUSTRATOR, AFTER EFFECTS  
OTHER // SQUARESPACE, WIX, GLIDE APP

**EDU**

ART INSTITUTE OF DALLAS // BFA ADVERTISING DESIGN (HONORS) // 2010  
UNIVERSITY OF NORTH TEXAS // 56 HOURS EARNED - BFA ADVERTISING

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