

Art Director with 8 years of experience bringing ideas to life across digital, social, and animation. With a foundation in graphic design, I thrive in guiding projects from brainstorm to final build and always with an eye toward thoughtful storytelling and refined execution. Outside of work, you'll often find me on long walks through NYC with a little treat in one hand and my dog in the other.

# Taylor L. Springett

## She/Her

9178343884  
TaylorLSpringett@gmail.com  
TaylorLSpringett.com

### Skills

Motion Design  
Social Media  
Video Production  
Client Relations  
Digital Strategy  
Pitching  
Photography  
Generative AI  
UI & UX Design

### Software

After Effects  
Illustrator  
Photoshop  
Premiere Pro  
InDesign  
Lightroom  
Chat GPT  
Midjourney  
Firefly

### Education

**Academy of Art University**  
Bachelor of Fine Arts  
Graphic Design  
San Francisco, CA

**School of Motion**  
Advanced Motion Methods

## Experience

**Ketchum**  
**2022 - Present**  
**New York, NY**

### Art Director

- Lead and execute digital campaigns across a variety of mediums: social, digital, print, TV, experiential and beyond.
- Develop trend-driven social media content that drives engagement and viral moments.
- Produce and direct client photo/video shoots, from leading brainstorms and creating shot lists to shooting and editing content.
- Manage, mentor, and grow junior talent.
- Direct and present creative strategy for new business pitches that secure high-profile clients.
- Launch AI creative practices and workflows.

**Turning Tides**  
**2020 - Present**  
**New York, NY**

### Creative Producer

- Upcycle maximalist fashion pieces while growing a social presence that drives 700K+ monthly Pinterest impressions and a 10% engagement rate across Instagram, YouTube, and TikTok.
- Featured by Macy's and Google at their 2025 Style Unlimited Pride event, spotlighting LGBTQ-owned brands and elevating visibility through curated interviews and a product photoshoot.
- Drove a 170% increase in website traffic and a 75% boost in sales in 2024.

**Eustis Mortgage**  
**2018 - 2022**  
**Dallas, TX**

### Marketing Manager

- Built and managed a 5-person creative team, producing motion graphics, Reels, and TikTok content for 30+ loan officers.
- Led content strategy and production, fueling 3,000% audience growth.
- Designed websites for consumer-facing brand platforms and internal resource hubs.

**Sync Marketing**  
**2017 - 2018**  
**Dallas, TX**

### Senior Designer

- Developed digital and social creative for brands, increasing foot traffic and sales.
- Directed and executed photo and video shoots, optimizing for digital and social platforms.