

COURTNEY GLANCY

MOBILE 410 960 8453

EMAIL courtney.glancy@gmail.com

ONLINE courtneyglancy.com

NOW

STRATEGIC CREATIVE PARTNER

Proprietary

November 2022 – Present

- Provide creative direction, art direction, design, and copywriting services with a high standard of execution, focused on holistic branding and interactive design.
- Assist with primary and secondary research along with client workshops and communication.
- Consult on strategic goals, business objectives, and creative design work.
- Advise and collaborate on new business initiatives.

THEN

CREATIVE DIRECTOR

Insomniac Design

March 2021 – October 2022

- Fostered and maintained positive, productive client relationships throughout the course of complex projects.
- Led and grew a remote team from four to seven designers, including three overseas, with varying experience levels.
- Implemented higher standards for research and creative work, championing a deep, human-centered approach to clients' challenges and a holistic, brand-sensitive method for designing digital solutions.
- Created a new, growth-driven annual evaluation process that places emphasis on positively supporting team members, providing them with opportunities to learn and enhance critical skills for success along with a career roadmap.
- Developed and documented new processes to drive the quality and consistency of work from the creative team and the company as a whole.
- Provided creative writing support for new business and proposals.

ART DIRECTOR

idfive

January 2018 – March 2021

- Interpreted and employed in-depth research in an empathetic, user-centered approach to the creation of brands, websites, integrated and standalone creative campaigns, and other marketing materials for mission-based clients.
- Led and mentored junior designers, both in everyday interactions and through thought leadership activities such as lunch-and-learns and facilitating team meetings.
- Provided art and creative direction, from concept through execution, both for owned projects and for teammates' work.
- Served as the creative mentor and manager for the Lorem Impact design apprenticeship program.
- Led the effort to overhaul idfive's brand, including competitive and comparative research; making the case for a rebrand to leadership; creative and art direction; and design and implementation across multiple channels and media.

THEN (CONTINUED)

SENIOR DESIGNER

Design B&B

November 2015 – December 2017

- Crafted multi-dimensional brands for companies ranging from small nonprofits to Fortune 500s, in industries including consumer packaged goods, healthcare, technology, design, construction, and associations.
- Led and participated in every stage of the branding process.
- Worked directly with clients, managing day-to-day communication, project progress reviews, and design and production schedules.
- Facilitated design thinking sessions with clients, from a half day up to a full week in duration, to generate innovative ideas, change corporate culture, and launch new products.
- Mentored junior staff and helped them develop their abilities.
- Played an integral role in a week-long design thinking session and subsequent branding project with McCormick & Company that took a new breakfast brand from concept to on-shelf in just 18 months.

SOLE GRAPHIC DESIGNER

The Bryn Mawr School

January 2014 – October 2015

- Created compelling, on-brand communications materials including an annual report, monthly newsletter-magazine, event invitations, direct mail, website and email graphics, theater posters, and promotional pieces.
- Educated and informed teachers and staff about the design process and the importance of creating and maintaining a consistent, holistic brand.
- Managed production schedule and project budgets.
- Designed new online banner advertising that generated an overall CTR of 0.08% vs. the industry average of 0.05% for a six-month period within the same vertical (education).*
- Redesigned promotional admissions materials that contributed to an 18% increase in inquiries and an 11% increase in applications year-over-year.

PROGRAMMING DIRECTOR

AIGA Baltimore

November 2011 – December 2014

- Led the creation of Baltimore Design Week in 2012 from the spark of an idea to a smash-hit, week-long event.
- Managed the process of planning engaging events to attract Baltimore's design community, including supervising board members.
- Provided creative direction as needed on chapter materials.

CREATIVE FREELANCER

Self-employed

June 2010 – December 2013

SENIOR DESIGNER/PROJECT MANAGER

Novak Birch, Inc.

November 2004 – June 2010

EDUCATION

STEVENSON UNIVERSITY

BS, Interdisciplinary Studies: Visual Communication Design and Business Communications

2000 – 2004

* Source: Google Rich Media Gallery Display Benchmark