

Catherine Mouttet

CREATIVE DIRECTION + BRAND STRATEGY

new york
creative direction

hjinxdesign@gmail.com
office

Experience

Creative Director

DAVID'S BRIDAL

Transformation of digital platform with focus on high touch editorial and brand campaign engagement. Development of video team and branded media strategy. Collaboration with social team to drive traffic and conversion via user and influencer generated product storytelling. Management of internal creative, UX and direction of supporting agencies.

Philadelphia PA
May 2015 - Present

Design Director

BUMBLE + BUMBLE

Directed interactive and digital creative projects from content ideation to photo and media direction for consumer brand focused e-commerce and salon network websites. Piloted tablet content and environmental interactive displays. Managed and sourced in-house digital media team and freelance talent. Planned, organized and advocated for creative budgets and resources. Development of creative briefs, style guides and asset sharing system to support international and Sephora Omni channel initiatives.

New York, NY
Nov 2013 - May 2015

Creative Director

New York, NY
Jan 2009 - Sep 2013

HIJINX DESIGN

Established creative consultancy for engaging, brand aware, integrated media. Organized, managed, and delivered projects from strategy and conception through completion. Assembled teams, identified resources and planned budgets. CLIENT EXPERIENCE: Bloomingdale's, INSOUND, Full Six, Kenneth Cole Productions, Honest, Lord & Taylor, L'Oreal USA, Mud Coffee, MRM/ MCCann-Erickson, OpenSky, VH1

Senior Art Director/ Consultant

New York, NY
Jun 2010 - Feb 2012

FULL SIX

Creative lead for integrated media campaigns, site launches, minisites, and pitch presentations. Coordination of photo, motion design and video development. Direction and management of freelance and in-house creative. CLIENTS: LVMH, L'Oreal, Korres, Sephora

Art Director

New York, NY
Jan 2007 - May 2010

SOTHEBYS

Interactive design direction and creative development for the Sotheby's website, e-catalogue and cross platform interactive initiatives, including mini-sites, partner sites and offsite promotions.

Art Director

New York, NY
Mar 2001 - Oct 2004

YM MAGAZINE

Design direction and development for all interactive related content, merchandising products and marketing materials. Coordination of photo, illustration, motion design and video art in conjunction with print editorial. Direction and management of freelance creative.



FREELANCE/ CONSULTANCY

L'OREAL USA, REDKEN: Design direction for redken, redkencolor and redkenformen and related promotional interactive projects.

MRM/ MCCANN-ERICKSON: Maybelline USA website feature development and animation.

DENNIS INTERACTIVE: Microsite design and special interactive promotional banner interactive for Maxim.

MUD COFFEE NYC: Website design, content planning and online special promotion development.

HONEST: Design direction and flash animation for nextdinetech.

INSOUND: Design and art direction for quarterly collateral print report.

VH1: Graphic photo element development for print collateral marketing.

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