



# LYNETTE M. HORN

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## TECHNICAL EXPERTISE

Adobe Creative Suite:

Adobe Acrobat CC

Adobe Illustrator CC

Adobe InDesign CC

Adobe Photoshop CC

Color Theory

Html-5 / CSS

InVision

Java Script

Lucidchart

Microsoft Excel

Microsoft Powerpoint

Microsoft Teams

Microsoft Word

Miro

Prototyping

Sketch

Webflow

UI/UX Design

## SKILLS

Analytical

Attention to detail

Critical thinking

Management Experience

Motivated

Positive attitude

Problem solving

Resourceful

## SUMMARY

**Lynette M. Horn is an Solopreneur / Art Director / Digital and Print Designer and a Collaborative Creative Champion bringing over 15 years experience managing high-performance teams with an agile creative approach, and delivering business-centric creative strategies to health care, retail, education, B2B and B2C business sectors.**

- Specializing in creative marketing and branding visual communications.
- Clients include CVS Health, specialized retailers like Crabtree & Evelyn, Ltd., The Botanist (Acreage Holdings) and educational institutions such as the University of North Carolina, among others.
- Experience directing remote, diverse teams on extensive Integrated Marketing Campaigns, elevating creative output and enhancing brand vision.
- Excellent communication and stakeholder management skills.
- Experience with complex production and approval processes.
- Articulate, curious, driven, friendly and passionate, I bring creativity, insightful design solutions and a track record of delivering customer-focused creative on time, on budget – and loving the process.
- Dedicated to and engaged in continual learning, I recently completed Visual Design, User Experience Design and Front End Web Development certificate programs at General Assembly and an degreeed in Visual Communications from the Art Institute of Pittsburgh.

## EXPERIENCE

*CVS Health · Woonsocket, RI*

*Oct 2018 - present*

*An American pharmacy and healthcare company.*

### **ART DIRECTOR and PROJECT MANAGER (Contractor, part-time)**

- Lead a high-performing creative team of 4, embedded in a multidisciplinary agile marketing team producing \$44m in annual revenue.
- Deliver highly responsive email campaigns on accelerated timelines to targeted segments of the CVS ExtraCare Rewards program of 75 million members.
- Conduct ideation sessions and generate numerous concepts that are presented in rough sketch form allowing team to focus early on the best creative solutions.
- Incorporate perspectives of the team to streamline workflow processes (between creatives, technologists and project managers), to accomplish peak levels of quality and productivity.
- Integrate and maintain project management systems and on-line white boarding tools to help team be successful in remote work environments.
- Inspire team to produce elevated creative with storytelling narratives; deliver to brand guidelines and meet or exceed business objectives.

## EDUCATION & TRAINING

GENERAL ASSEMBLY  
New York, NY

**Visual Design Certificate**

**User Experience Design Certificate**

**Front End Web Development Certificate**

ART INSTITUTE OF  
PITTSBURGH  
Pittsburgh, PA

**Associates Degree in Specialized Technology**

Visual Communications  
Major

Graduated with Honors

## RECOMMENDATION

*"In my capacity as Chief Creative Officer with Crabtree & Evelyn, I was fortunate enough to have Lynette on my team, always enthusiastic to jump right into any project within her scope or without, she masterfully researched, designed and executed projects across multiple disciplines... all with an ability to see and develop, not only the big picture, but the consumer-centric nuances that drive creative from good to great."*

*~ Glen Spurrier  
Global Chief Creative Officer  
Crabtree & Evelyn, Ltd.*



## EXPERIENCE continued

*dba Lynette M Horn · Woodstock, CT  
A small, independent consultancy.*

*May 2018 - present*

**SOLOPRENEUR · ART DIRECTOR · DIGITAL AND PRINT DESIGNER**

- Helping clients build credibility and brand recognition through the creation of consistent visual languages and guidelines that provide instant connections to their products or services and keep brand consistency across their business.
- Design presentations for new business pitches that include UI design for interactive applications targeting individual brands.

**Visual and Brand Style Guides · Creative Design · Digital · Print · Web · Marketing and Sales Collateral · Logo Design · Art Direction · UI/UX Design and Prototyping · Creative Researcher: Brands, Market Trends and Creative Technologies**

*Crabtree & Evelyn, Ltd. (C&E) · Woodstock, CT*

*July 2010 - May 2018*

*A premium global retail brand in fragrance, body and home care sectors.*

**DIRECTOR OF CREATIVE SERVICES – NORTH AMERICA  
CREATIVE DIRECTOR OF STORE EXPERIENCE - GLOBAL**

CREATED DYNAMIC, INTEGRATED CAMPAIGNS FOR GLOBAL BUSINESS

- Created, developed and executed strategic marketing campaigns across multiple channels focused on customized POS sign programs. Helped global businesses be more agile and generated measured awareness for the brand.
- Created digital asset packages including home pages, landing pages, email campaigns and social assets.
- Team delivered over 600 POS and digital assets for Holiday programs.

COLLABORATIVE CLIENT RELATIONSHIPS

- Created partnerships with business and marketing leads and synthesized business goals into effective creative strategy.
- Boosted confidence in the North American Creative Team through collaboration, clear communication and consistent delivery of effective creative.

TEAM LEADERSHIP AND PROJECT MANAGEMENT

- Developed creative briefs and provided art direction for designers, copywriters, stylists and photographers - a 2-9 person team, plus freelancers..
- Oversaw quality control and ensured brand standards, design integrity and project goals were achieved.
- Provided hands-on support as needed to achieve success in a demanding and fast-paced environment. Team completed 750 projects during the busiest year.
- Partnered with vendors, allocated budget and managed purchasing and delivery of visual elements, with an emphasis on custom programs.

SOLVED PROJECT OVERLOAD

- Evaluated requirements for the wholesale channel, and created a comprehensive design guide that included digital, POS and advertising templates. This tool increased creative output and brand awareness.

AWARDS

- National Gold Ink Award, Printing Institute of America
- American In-store Graphic Design Awards (x3)
- Bow Tie Awards for Excellence in Printing and Design

**Advertising · Catalogs · Email · Packaging · Photoshoots: studio and location  
POS and Retail Sign Programs · Sell Sheets · Social content · Video**

*Prior to the experience mentioned above, Lynette was Creative Services Manager and Global Collateral Designer at C&E and owner of a design consultancy, L Design.*