

START HERE

Betty Jo Drost

Senior Design Director

bjdrost@gmail.com  bettyjodrost.com

SUMMARY

Passionate about creating captivating and innovative solutions to enhance the consumers experience. A track record of meeting the most demanding deadlines, communicating effectively with cross-functional teams, and leading by example. Known for taking a hands-on and fair-minded approach when directing artists and bringing creative concepts to life.

CAREER SUCCESS

Senior Design Director, International

2022 - Current

e.l.f. Cosmetics

New York, NY

Led the graphic redesign for the UK and EU visual merchandising displays that increased consumer awareness leading to a 60% growth within the first quarter.

- Launch new business in the Italian market for both cosmetic and skin permanent displays; Douglas stores.
- Worked cross-functionally with the UK buying team to align international and US marketing strategies.

Senior Art Director – Visual Merchandising

2021 - 2022

Estée Lauder - Dr. Jart

New York, NY

Established visual merchandising standards for US start-up company; Sephora exclusive.

- Created comprehensive graphic solutions for visual merchandising fixtures.
- Generated graphics tailored for international markets; Canada and Mexico.
- Managed visual merchandising budget, timelines and production team to ensure project success.

Senior Art Director – Visual Merchandising

2016 - 2021

L’Oreal - Garnier • essie

New York, NY

Improved brand presentation by creation of a cohesive story across all visual merchandising fixtures.

- Created captivating structural solutions for promotional and permanent displays.
- Collaborated with marketing team to maintain full adherence to brand standards and marketing strategies.
- Managed outside vendors for retouching, renderings and print production.
- Reviewed match prints, vendor proofs, color submissions, and pre-press approval sheets for production.

Art Director

2015 - 2016

L’Oreal - Kiehl’s

New York, NY

Led the redesign of the in-store educational signs for all skincare products.

- Created visually disruptive window displays for new launches; Macy’s and Kiehl’s.
- Collaborated with marketing team to create email blasts for upcoming launches and events.
- Redesigned the visual directives for the in-store educational teams.

THERE’S MORE

Live in the leading – the spaces between the rules.

STRENGTHS

Effective Leadership

Experienced in leading and motivating cross-functional teams to deliver high-quality design projects on time and within budget.

Creative Problem Solving

Consistently find innovative solutions to creative challenges, resulting in visually impactful designs.

Strategic Thinking

Able to align design strategies with business goals, resulting in increased brand awareness and market share.

ACHIEVEMENTS

essie

Built and managed the permanent merchandising processes resulting in efficiency between cross-functional teams to deliver design projects on time.

Garnier - Hair Treats Launch

Developed and led the execution of a new product launch for Garnier Hair Treats permanent and promotional displays resulting in increased brand recognition and revenue.

SKILLS

Creative Strategy • Art Direction • Brand Development • Print Design • Team Leadership • Organization

Adobe Creative Suite • Microsoft 365



CAREER SUCCESS

Senior Graphic Designer

2014 - 2015

Li & Fung

New York, NY

Drove new business for this billion-dollar company by devising concept for augmented reality store merchandising.

- Created logo, hang tag, showroom designs, and catalog for the new brand.
- Worked effectively with digital company, animator, and display installation team.

Senior Graphic Designer – Fashion Marketing

2012 - 2013

Ruum American Kids' Wear

New York, NY

Created brand's identity and personality with quirky humor through copy and graphics for start-up company.

- Conceptualized and produced all brand artwork for apparel marketing; labels, hardware, pocket bag prints, accessory cards, and t-shirt graphics.
- Establish all packaging standards, templates and internal processes to ensure projects were delivered on time.

Senior Graphic Designer – Fashion Marketing

2004 - 2012

The Children's Place

Secaucus, NJ

Significantly improved brand presentation by changing the graphic direction for children's apparel marketing and packaging. The re-design included: main labels, hardware, hang tags and packaging.

- Children's pajamas packaging: Improved material quality and reduced cost when redesigning packaging. Increased amount of items that could fit on a fixture.
- Denim Programs: Differentiated quality and price point between basic and premium denim programs by implementing new color labeling system.
- Presented new marketing to senior management and CEO.
- Managed apparel marketing department and worked with cross-functional teams.
- Hired, mentored, and supervised junior designers.
- Identified and capitalized on the hottest marketing trends traveling throughout the United States and Asia.

Senior Graphic Designer – Fashion Marketing

2000 - 2004

American Eagle Outfitters

New York, NY

Directed all creative for apparel marketing and packaging.

Maintained full adherence to brand standards and strategies. Met tight deadlines and obtained production approvals by senior executives, as well as Design, Technical Design, Production, Merchandising, and Marketing Departments; ensured all departments were on board for each submission.

Collaborated effectively with overseas vendors. Approved artwork and color balance on press. Reviewed match prints, vendor proofs, color submissions, and pre-press approval sheets for preproduction.

Enhanced product knowledge by creating informative denim marketing programs.

- Brand Establishment: Played key role the initial branding of American Eagle. Helped set up NY office for apparel marketing.
- Vintage Marketing: Conceptualized and created authentically aged hang tags for cargo pants; aged look achieved by using a dry cleaning process developed through our Asian team.
- 3D Packaging: Handcrafted three-dimensional packaging structures. Set up new die line, transferred artwork, and presented packaging to the CEO.
- Men's Underwear Launch: Worked with modeling agencies to acquire talent. Coordinated and participated in photo shoot and model screening sessions. Developed storyboards for onsite shoot.

EDUCATION

Bachelor Of Fine Arts

Applied Graphic Arts
Edinboro University, Edinboro, PA

Bachelor Of Arts

Printmaking
Penn State University, State College, PA



GO LIONS!

Certificate in Pet Product Design

Fashion Institute of Technology
New York, NY

Sewing 1 & 2, Draping 1 & 2, Pattern Making and Fashion Illustration

Fashion Institute of Technology
New York, NY

HONORS

PRINT Magazine

Published in Print Magazine
American Eagle Outfitters for
Fashion Hang Tags

A LITTLE EXTRA ABOUT ME

OBSESSED WITH GOOD FOOD
RAW ALMONDS
A TASTY TREAT AND THEY TRAVEL WELL
FIT FOR FUN & SANITY
YOGA { LEADING INTO A }
PILATES { 2ND CAREER AS }
{ A CONTORTIONIST }
& SPINNING JUST KIDDING ABOUT
THE 2ND CAREER
FOR YOUR LISTENING ENJOYMENT A UNIQUE MUSIC COLLECTION
ALTERNATIVE POP DANCE
IT'S AN ECLECTIC BAG OF TRICKS
DISCO ELECTRONIC ROCK

BETTY JO DROST

bjdrost@gmail.com ☎ 646.327.0897 📍 New York, NY