



Morgan Lampe is a creative professional with 20 years of diverse experience in agency, in-house departments, consultant and contracting roles with extensive branding, conceptual design, campaign, print, packaging and user experience development across numerous platforms.

Managing and producing projects from initial concepts through final execution, Morgan is an organized, flexible, creative thinker, who is dedicated to producing the best work in a deadline driven environment. Provides exemplary client service and results, while exhibiting keen attention to detail. Morgan recently completed the user experience design course with General Assembly and is looking to use her previous experience to dive deeper into the digital space.

Professional Experience

Art Director, Experience Design | Philips Oral Healthcare 2020-present

Contract Senior Art Director | 10/16-02/20

- Art director, conceptual designer with the visual communication team for Philips Sonicare. Currently working on the brand expression for Philips Sonicare, 360 refresh of the brand.

Contract Senior Art Director | Philips Beauty | 7/17-9/17

- Conceptual art director with the Philips Beauty, working on a digital campaign project rebranding/testing the Purity skincare relaunch.

Contract design lead | butter LONDON | 7/15 - 9/16

- Lead designer responsible for new product development managing packaging concepts working with creative director and president of the company.

Branding and Design Consultant | Morgan Lampe Design | 04 -present

- Provide consultation and design services leading teams to creative solutions and helping develop advertising, branding, product packaging, print and digital strategies. Clients include: butter LONDON, Archetypes New York, Brickell Men's Products, Be Good, Hi-Health, Renee Moore Public Relations, and Limerick Marketing.

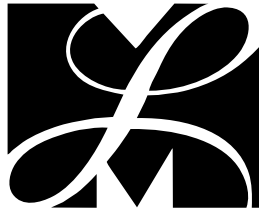
Art Director | Beauty Incubator Group | 5/14 -1/15

- Recruited to head up all design exploration and conceptualization of brands that fall under the company. Managed and created all marketing, new product development and corporate communications related to the BIG brands.
- Reports to VP of Brand and Marketing Communications.
- Strategic partner who works with key stakeholders in management; president, marketing, sales, product development, R&D, purchasing, and operations.

Senior Art Director | Philosophy/Coty Beauty | 10/13 - 04/14

Senior Packaging Designer | Campaign Designer | Web Designer | Philosophy | 1/11 - 4/13

- Collaboration with the VP of Coty Creative on all design initiatives and Art Direction on global campaigns.
- Oversaw the organization's design process, instilling best practices to deliver quality work on time and on budget.



- Conducted presentations and represents department at senior level meetings. Interprets and disseminates necessary information through the department hierarchy.
- Mentored, motivated, and trained the design team.
- Built and strengthened brand equity and demonstrated enterprise in balancing design principles with consumer knowledge to communicate brand messaging while enhancing the overall consumer experience.
- Worked with project managers to facilitate workflow for the design department, including the assignment of projects to designers, project tracking, pre-press reviews, press checks and quality control.
- Attended press runs, approved colors, and established standards.
- Expert knowledge of various packaging formats and printing processes, including restrictions and guidelines that might impact graphics.
- Qualifies and established expectations of all vendors used by the department, managing and negotiating costs.
- Conceptual product packaging and campaign designer for all major product launches.
- Created problem solving solutions from the big idea to executing all aspects of campaign.
- Collaborated with Creative Director and team to create key visuals.
- Directed and developed creative designs and concepts including key visuals, in-store visuals/environments look and feel, package design development, collateral, national advertising and digital/online.
- Developed and guided PR press event look, materials, mailings and visuals.
- Provided project design direction to other designers working on projects.
- Strategized with internal business partners to ensure creative needs are met across campaign.

Art Director, 5/10 -1/11 | Associate Art Director | 5/09 - 5/10 | Graphic Designer | 5/04 - 5/09
Barclay Communications

- Creative lead working directly with clients and agency Marketing VP through all stages of projects, servicing both the Consumer and Entertainment/Film divisions.
- Designed all agency creative client materials.
- Worked directly with clients and agency representatives to assess creative needs and expectations.
- Production in partnership with agency representative, copywriters and media planners.
- Maintained tight deadlines.
- Contributed, prepared and presented ideas to new business strategies and pitches.
Clients Include: Disney, Waste Management, Fairmont Princess, Paradise Bakery & Cafe, Phoenix Mesa Gateway and First National Bank of Arizona.

Education

General Assembly, User Experience Design 2017

Arizona State University | Bachelor of Science in Graphic Design, Dean's High Honors

Software

Photoshop, Illustrator, InDesign, Sketch, Xd, Invision, Outlook, Excell, Word, Powerpoint

Awards & Recognition

iF Design Award, User Experience Design: Philips Dental+ Program 2024

Stylus Award, Illustration Design: Philips Pet Edition 2024

Good Design Award: Philips Pet Edition 2024

iF Design Award, Product Design: Philips Pet Edition 2023

Silver Addy Award for Paradise Bakery & Cafe 30 Year Campaign

Copper Quill Award- First National Bank Advertising