

**SUMMARY** Eileen Preston is an accomplished Art Director and Designer with extensive experience in design and marketing primarily focused on Interiors and Architecture. She delivers a clean and simple approach to design—developing new brands from scratch or helping round out established campaigns.

**EILEEN PRESTON DESIGN, LLC**  
Westport, CT  
February 2018 - Present

**Art Director** Worked with various clients creating branding guidelines, advertising, marketing, website development, and design. Scope of work included a complete rebranding for a high-end luxury general contractor, Capital Builders Group— new logo design, letterhead, and marketing collateral. Conceived, developed, and designed their company website, [capitalbuildersgroup.com](http://capitalbuildersgroup.com). Reestablished and overhauled the marketing brand for Counterpointe Sustainable Real Estate creating new guidelines, logos, marketing collateral and sales team support, trade show space design, advertising, product guidebooks, web design, and development.

**WADIA ASSOCIATES**  
New Canaan, CT  
October 2016 - January 2018

**Marketing Director** Was responsible for print, digital design, and marketing for a fast-paced high-end architectural firm. Designed and produced marketing collateral, architectural presentations, advertising, email marketing. Conceived and designed a website creating wireframes, detailed mockups, curated web content for [wadiaassociates.com](http://wadiaassociates.com). Maintained website, managed an extensive library of photography, photo retouching, and color correction. Handled all aspects of marketing and design for all events. Art directed and styled high-end home photoshoots. Conceived and designed monthly ad campaigns for several home design publications. Designed all office marketing collateral, signage, and letterhead.

**ETHAN ALLEN GLOBAL**  
Danbury, CT  
January 2016 - October 2016

**Senior Web Designer** Designed, maintained, and managed several e-commerce sites including Ethan Allen U.S.A., Canada (French), Exchange military website. Responsibilities included bi-weekly web design for home, landing, and product pages, web page front end development, production and maintenance, product page weekly updates, produce wireframes and mockups for the development team. Conceived, designed, and developed digital advertising, motion graphics, sliders for My Registry, HGTV, and various Ethan Allen partnerships. Designed and managed in-store digital retail marketing for all Ethan Allen USA and Canada stores. Created wireframes and design mockups presented to marketing for user interface solutions.

**LILLIAN AUGUST DESIGNS**  
Norwalk, CT  
June 2014 - December 2015

**Art Director** Maintained a strong brand presence for Lillian August Home Furnishings and Designs. Developed and executed fresh and innovative campaign concepts and designs for all promotional, digital, marketing collateral, presentations, event graphics/invitations, infographics, direct mail, advertisements, video, signage, and website. Develop, support, and grow the Lillian August Interior Design business creating a new website, designer individual portfolios, presentation materials, and marketing collateral.

## **KATIE BROWN WORKSHOP**

Wilton, CT  
June 2012- May 2014

**Graphic/Digital Design & Social Media Marketing** Consulted on a full-time basis. Provided copy and design for daily blogs for television home & garden host, Katie Brown. Maintained and managed brand recognition through daily blog posts, Facebook and Twitter. Updated and maintained website: images, promotions, copy, video web series, newsletters. Created print and interactive marketing material and web content. Provided design and copy editing for KBW book series.

## **MAGENTA RESEARCH**

New Milford, CT  
April 2010 - May 2012

**Marketing, Communications & Design Manager** Redesigned and maintained website content, sales collateral, digital marketing, product manuals, and advertisements. Managed and facilitated multi-channel marketing campaigns, communications, corporate branding, and design. Conceived and orchestrated product launch marketing campaign to reinforce and build the brand. Managed and directed PR communications team creating press releases, case studies, product manuals, and advertisement copywriting. Managed trade shows, events.

## **EARLY CAREER**

### **ART DIRECTOR & GRAPHIC DESIGNER: CAPITOL RECORDS / EMI CLASSICS / BLUE NOTE / ANGEL RECORDS**

New York, NY January 1990 - April 2010

## **COMPUTER SKILLS**

**PRINT** InDesign, Illustrator, Photoshop, Quark XPress, Power Point

**INTERACTIVE** WordPress, Squarespace, Salesforce Commerce Cloud, Z Mags Visual CMS, Oracle Responsys, Ready Mag, Joomla

## **EDUCATION**

SUNY, Oneonta, NY, B.S. Fine Arts. Lorenzo de Medici, Florence, Italy, Fine Arts Program.  
School of Visual Arts, New York, NY, Graphic Design