

TAYLOR SCHEIBER

Associate Creative Director



CONTACT



COLUMBUS, OH



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TAYLORSCHIEBER.COM



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HELLO!

Creative, forward-thinking, detail oriented creative director, with 11 years of professional experience.

Thrive on collaborating with my creative team and creating a positive, even keeled atmosphere, in the fast paced life of what an agency inevitably is.

Big egos are not welcome. Be humble.

Pride myself on creating strong working relationships with clients to build trust and comradery.

CAPABILITIES / SKILLS

EXPERTISE

Art Direction
Photo Art Direction
Video Direction
Print Design
Digital Design
Brand Identity
Brand Strategy
Research, Ideation
Trend Research
Team Leadership
Mentoring

TOOLBOX

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe XD
Figma
SketchUp
Capture 1

EDUCATION

2010
2013

COLUMBUS COLLEGE OF ART AND DESIGN

Bachelor of Fine Arts

Advertising & Graphic Design Major

Copywriting Minor

2013 Graduate

EXPERIENCE

2022
Present

ASSOCIATE CREATIVE DIRECTOR

Kreber, Columbus, Oh

- Manage creative team, providing high-level brand guidance and giving feedback on specific deliverables to ensure all assets are on-brand and executed against a high standard.
- Collaborate and work closely with art directors, designers, strategists, and copywriters to bring stories and concepts to life from start to finish.
- Photo and video art direction for print, digital, commercials, and social. From concept, storyboards, set design, shoot planning, and being on set with production team. Directing studio team, talent, HMU, wardrobe, stylists, photographers on set for shoots, etc. Extensive experience in both studio & location.
- Designing and directing the construction of sets and work with producers to procure voice and model talent.
- Develop style guides for client rebrands and campaigns as related to lockups, graphics, art direction, and motion/animation treatments and drive their application across all touchpoints and marketing channels to ensure tonal consistency.
- Mentor and manage creative team members to improve their capabilities and nurture their career paths.

2020
2022

SENIOR ART DIRECTOR

Kreber, Columbus, Oh

2018
2020

ART DIRECTOR

Kreber, Columbus, Oh

2016
2018

JR. ART DIRECTOR

Kreber, Columbus, Oh

2014
2016

GRAPHIC DESIGNER

Kreber, Columbus, Oh

2013

GRAPHIC DESIGNER

SBC Advertising, Columbus, Oh