

# JOYCE McANDREWS

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## Brand Strategist

Joyce McAndrews, LLC, January 1997 - Present

- Created original brand, characters and illustrations for a children's app (**Dash & Ditto's Playground**) for the Droid and iPhone with clients in 7 countries and 32 states in the US in the first month of launching
- Art directed and produced the first viral video with the new brand strategy for the Seattle YMCA
- Produced, designed and developed [experienceexposure.com](http://experienceexposure.com), a photography blog
- Designed and implemented innovative brand strategies and solutions for a wide array of print, digital and media clients locally, nationally and internationally
- Directed business development, budgets, vendors and scheduling to ensure on time and on budget delivering of goods and services
- Developed and created brand guidelines with designers/production teams and trained outside vendors on new brand strategies

Clients included but were not limited to **YMCA, Sweet Crude, Puget Sound Energy, Technology Access Foundation, Teatro Zinzanni, Bio Medical Innovative, Open Arms Campaign, Refresh Art Rentals, Real Estate Gals, Maisano Mediation and Collective Strategy**

## Art Director

Microsoft Corporation, contract June 2000 - Present

- Art Directed, prop selected and created graphic details for over 100 photo and video productions with budgets ranging from \$2,500 to \$100,000
- Developed innovative and effective design solutions to stay on-schedule and within budget
- Managed, hired and trained staff of up to 12 contractors (including photographers, artists, set builders and illustrators) and oversaw vendor relationships for each individual project

Clients included but were not limited to **MGX SMSG Finance 2010, Microsoft EPG Studiocast Project 2010, Microsoft Convergence Keynote 2010, Microsoft Global Exchange (MGX) 2009, Microsoft Vista, Microsoft Marketing Symposium, TechEd, Microsoft Studios, XBOX, MGX 2008, Microsoft 360, Alanis Morissette and Microsoft's response to Hurricane Katrina**

## **Director of Marketing and Communication**

**Downtown Seattle YMCA**, May 2007 - June 2008

- Collaborated on the creative development of the re-branding package for the greater Seattle YMCA branches
- Developed original print and digital content for flyers, posters, staff newsletters and member publications including social media, enewsletters and fundraising campaign weekly updates
- Engaged donors and fundraisers in the most successful annual campaign in Greater Seattle history with a 76% increase in donations in 2009 by communicating weekly participants success stories
- Managed and distributed content assets, content templates and marketing materials to Seattle branches
- Set strategies for long-term marketing communications, timelines and execution
- Recruited and supervised graphic design, photography, writing and editing interns in all aspects of story development, writing, editing, layout and design of all marketing and communication publications
- Managed and built an extensive photo which included the addition of original materials
- Formulated a database to share stories that promote one or more of the association's mission and strategic initiatives

## **Regional Visual Director**

**Eddie Bauer**, May 1990 - January 1994

- Opened 33 new stores and trained staff on brand visual standards
- Hired, trained and managed a team of 12 area visual managers responsible for training and executing visual standards in 72 stores
- Collaborated with lead buyers to develop floor sets and window displays implemented by 200 stores
- Organized, created and lead trainings and annual meetings on visual standards throughout region
- Developed and implemented quantitative measurement for visual standards added to management performance reviews

## **Published Works**

**Songbird Foundation**, Seattle WA - Environmental campaign for organically shade grown coffee, "**For the Love of Color**" **Little Laureate**, Chicago, IL - Illustrated animated images for an award winning children's video, **Art Publishing Group**, New York, NY - An original watercolor series of dancers displayed and sold as printed poster art, **Frontline Publishing**, Lyndhurst, NJ - An original watercolor series of chairs displayed and sold as printed poster art, **Posters International**, Toronto, ONT - An original watercolor series of classic cocktails displayed and sold as printed poster art

## **Exhibits**

**Stacy Logan Gallery**, 4 Photographers: 400 Photos, **Jackson Street Gallery**, 50 Chairs, **Madson Gallery**, 50 Flowers, **University of Pennsylvania**, 20 Dancers, **Starbucks Coffee**, 50 Nudes, **Bucks County Coffee**, 50 Chairs, **Broadway Market**, 100 Watercolors

## **Community Service Projects**

Donated brand strategy, graphic design and artwork to the following organizations - **HRC**, **YMCA**, **Art with Heart**, **Adolescent Advocates**, **Providence Hospital**, **Lifelong Aids Alliance**, **Giddons School**, **Neighborhood to Neighborhood for New Orleans**, **Reel Girls**, **Stonewall Forty**, **Spruce Street School**, **Siloam**

## **Technical Skills**

Adobe Creative Suite, Microsoft Office

## **Education:**

**UNIVERSITY OF BALTIMORE**, Baltimore, MD  
Bachelor of Science, Marketing and Communications