

## EDUCATION

### THE ART INSTITUTE OF PITTSBURGH

Bachelor Degree of Science in Graphic Design, June 2011

## EXPERTISE

Adobe Creative Suite  
Microsoft 365  
Keynote  
Brand Strategy  
Illustration  
Advertising  
Web Design  
Logo Design  
Experience Design  
Digital Painting  
Photography  
Typography  
Page Layout

## CLIENTS

American Express  
Bioré  
Cigna  
Coca-Cola  
Cushman & Wakefield  
CVS  
Firestone Tire  
Johnson & Johnson  
L'Oréal  
Mars/Wrigley  
Mastercard  
Microsoft  
Nestlé  
Nespresso  
Reckitt Benckiser  
Sam's Club

## HONORS & MEMBERSHIPS

Cannes Lions 2019 Network of the Year for McCann Worldgroup  
Adobe Creative Ambassador  
God's Love We Deliver Crystal Heart Recipient  
The National Honor Society  
AIP work showcase  
2011 Society of Illustrators' student show

ABBE.SUBLETT@GMAIL.COM

## WORK EXPERIENCE

### IPG MEDIABRANDS [IPGMEDIABRANDS.COM](http://IPGMEDIABRANDS.COM)

#### VP, Head Global of Design | April 2023–Present

- Strategically leads the agency's design vision, setting creative direction and standards for all design projects to ensure alignment with overarching business goals and client expectations.
- Oversees a diverse team of creative professionals, fostering an environment of creativity, collaboration, and continuous improvement.
- Partners closely with communications, product, and content teams to develop work that blends design with narrative and strategy, enhancing brand storytelling and audience engagement.
- Directs key design projects from concept through completion, as the primary design liaison to ensure communication clarity, project alignment, and satisfaction with final deliverables.
- Develops and monitors key performance indicators for the design department, using insights to drive decisions, improve processes, and enhance design quality and efficiency.
- Champions the development of design team members, providing mentorship, training opportunities, and performance feedback to support career growth and skill advancement.
- Manages vendor relationships to ensure high-quality resources and services for design projects.
- Conducts regular design reviews and brainstorming sessions, encouraging a culture of open feedback, exploration, and idea sharing to push the boundaries of traditional design thinking.

#### Design Director, Global | May 2021–April 2023

### JUSTWORKS [JUSTWORKS.COM](http://JUSTWORKS.COM)

#### Senior Manager, Advertising & Brand Design | January 2021–May 2021

- Spearheaded innovative advertising campaigns for expansion into Chicago and Denver, leveraging extensive data-driven market research to optimize reach and engagement.
- Led a dynamic team of brand and advertising designers, driving forward-thinking design concepts and ensuring cohesive brand messaging across all platforms.

### MCCANN WORLDGROUP [MCCANNWORLDGROUP.COM](http://MCCANNWORLDGROUP.COM)

#### Manager, Global Design Team | October 2019–January 2021

- Managed a global design team, delivering exceptional and meaningful content that resonated with clients and employees worldwide.
- Worked intimately with C-Suite Executives, crafting bespoke design solutions and thought leadership pieces that bolstered the company's global presence.

#### Senior Designer, Global Design Team | March 2018–October 2019

#### Designer, Global Design Team | October 2016–March 2018

#### Designer, Truth Central | August 2015–October 2016

### THE LEVINSON TRACTENBERG GROUP [LTGNY.COM](http://LTGNY.COM)

#### Art Director | February 2013 - August 2015

- Led the end-to-end creative process, from initial concept brainstorming and ideation through to final execution, ensuring alignment with client objectives and brand identity.
- Directed the production of a wide array of advertising campaigns, enhancing brand visibility and audience engagement.
- Cultivated strong relationships with clients, providing updates and insights into campaign progress and performance, ensuring their visions were brought to life beyond expectations.

### BENGHIAI MARKETING & COMMUNICATIONS (NOW THE BRANDON AGENCY) [THEBRANDONAGENCY.COM](http://THEBRANDONAGENCY.COM)

#### Designer/Production Artist | December 2011–August 2012

- Worked on a contract basis developing and executing print campaigns, effectively translating brand values and messages into visual identities that resonated with target audiences.
- Developed and standardized an efficient file management system, optimizing the organization and retrieval of high-volume digital assets and production files, which significantly streamlined design workflows.

## FREELANCE & INTERNSHIP EXPERIENCE

GOD'S LOVE WE DELIVER  
PAIN MANAGEMENT TECHNOLOGIES, INC.

MANCHESTER BIDWELL CORPORATION  
ZING ANYTHING