

# hello! I'm april

*april neese* | [hello@april-creative.com](mailto:hello@april-creative.com) | 239-940-2424

Hands-on Art Director who moves fast, solves problems, and makes brands look better. I balance strong design craft with clear creative leadership—equally comfortable directing a shoot, building a system, or jumping into Photoshop to get something over the finish line. I thrive in high-volume, quick-turn environments and bring structure, clarity, and calm to every project and team I support. **Portfolio:** [www.april-creative.com](http://www.april-creative.com)

## AREAS OF EXPERTISE:

- Art Direction & Visual Storytelling
- Packaging & Brand Identity
- Photo + Video Production (End-to-End)
- Digital Shelf Content
- Social-First Creative
- Cross-Functional Collaboration
- Clear, Direct Communication
- Ethical Generative AI
- AI Prompt Writing + Integration into Creative Workflows
- Design Craft + Technical Skills + People-First Leadership

## EXPERIENCE:

### DESIGN MANAGER

KENVUE (FORMALLY KNOWN AS: JOHNSON & JOHNSON) • 2022-PRESENT

Lead creative for major personal care brands across packaging, digital shelf, social, CRM, and integrated campaigns. Known for fast, high-quality execution and for guiding brand partners through clear, organized creative processes.

#### What I Do:

- Support a large roster of brands including Aveeno (adult/kids/baby), OGX, Listerine, Johnson's, Clean & Clear, Lubriderm, Neutrogena, Tylenol, Motrin, Band-Aid, Zyrtec, Neostrata, and Exuviance.
- Produce, art direct, and edit photo/video shoots—from shot lists to props to post.
- Deliver quick-turn creative (often <24 hours) to meet sell-in, social trends, and market pivots.
- Build and refine design systems and workflows to keep teams aligned and efficient.
- Known for being highly requested due to speed, clarity, and consistent creative elevation..

### ART DIRECTOR

JOHNSON & JOHNSON CONSUMER HEALTH (HAIR & SCALP CARE) • 2015-2022

Owned brand identity, packaging, and campaign visuals for OGX, Maui Moisture, Aveeno, Neutrogena, and Rogaine.

#### What I Did:

- Led all packaging design + identity systems across the portfolio.
- Directed all photo/video shoot production and creative execution.
- Maintained visual consistency across retail, marketing, and social channels.

### SENIOR GRAPHIC DESIGNER

AUTOLOOP • 2013-2015

Led CRM design and creative systems for Subaru, Toyota, and national dealerships.

#### What I Did:

- Built modular email templates and asset libraries used nationwide.
- Designed and coded responsive templates for large-scale clients.
- Directed creative on dealership marketing and mailers.

## EDUCATION:

### GRAPHIC DESIGN • BFA

INTERNATIONAL ACADEMY OF DESIGN & TECHNOLOGY