

BRITTANY PLAY-BUTTON

Production Artist/Retoucher

New York, NY

brittany@playbuttoninc.com

#readytowork



WORK EXPERIENCE

Production Studio Manager

Rapport - New York, NY

November 2019 to March 2020

Key Responsibilities:

- Manage all client's mechanicals on a day to day basis. This included resizing for both static and digital formats.
- Manage all localization and customization of master and resized mechanicals.
- Acted as the lead point of contact for all creative asset conception.
- Created all client requested and pro active comps (drawings/layouts) to allow for Rapport and lead agency pitches an increased conversion rate based on visual pitches vs verbal and written alone.
- Built, organized, and streamlined Rapport's book of creative concept decks as well as building creative pitch decks for both lead agencies and clients
- Managed all layouts and drawings needed alongside partners for each unique ask.
- Managed copy and or art changes on an as needed basis by working with agency's Art Director and or point of contact within lead agency or client direct.
- Showcased strong knowledge of art direction and in doing so be pro active if client's files need immediate attention.
- Liaison between Sr Traffic Mgr, PM and their accounts for all specific asks related to mechanicals, files, DPI, specs, etc.
- Aid agency's in retouching when requested and have ability to provide retouching as an optional service.
- Provided print ready files to respective partners in a timely fashion and very often during rush timelines.
- Worked with partners (both media and production) on all templated work which allows Rapport the ability to offer trafficking services for forced production work.
- Managed the asset storage system for all clients.
- Assisted in management of Print Trafficking.
- Analyzed current processes and procedures for print production and implement efficiencies where needed alongside team.
- Managed color quality on our printed/digital work and communicating with vendors and clients to achieve the best outcome possible. This includes going on press when applicable.
- Managed IPGMB asks including but not limited to the design of Cannes work.
- Helped to develop and or create internal marketing materials if needed.

Production Artist

Cole Haan - New York, NY

February 2017 to November 2019

RESPONSIBILITIES

+Works independently and efficiently, reporting back to Production Management and Design Operations as further

delegation or direction is required.

+Honors the given Designer's intent while converting their design into a proper mechanical. Brings said designs up to brand standards, adjusting typography and layout as needed, with Design consultation/approval.

+Executes client markup without error when fully actionable. When in-actionable, raises issues to Design

OPERATIONS AS NEEDED

+Understands the processes by which a given design/mechanical will be made/distributed as communicated by Production Management and be able to create files that facilitate that manufacturing/distribution without error.

+Identifies workflow junctures at which tools could provide greater efficiency. Creates and/or researches such tools in collaboration with Production Management.

+Is a generous peer-teacher to everyone in the studio, particularly in regard to design application expertise.

+Manages Freelance Production Artists as needed.

Production Artist

YARD NYC - New York, NY
March 2014 to January 2017

+ Oversee digital image quality on a number of client deliverables under tight deadlines to ensure all creative work is of presentation quality.

+ Collaborate readily with creative team members to come up with successful solutions to pre and post production needs. Proactively find solutions to work flow roadblocks and provide or arrange for appropriate support.

+ Heavy retouching of selects from campaign shoots to be client ready inclusive of color correction, multiple image composition and removal of imperfections. Design and prepare presentations in Keynote and InDesign for client meetings.

+ Partner with head of production on execution of internal agency projects for new business and prospecting needs.

+ Foster a positive agency culture through a willingness to help my teams in any way including working through weekends, cooking meals for stressed out art directors, co-hosting a company-wide thanksgiving potluck 3 years in a row, and providing general emotional/comical support as needed.

Production Artist/Retoucher

BBDO New York - New York, NY
August 2011 to March 2014

+ Responsible for building out the post-production schedules on ad campaigns consisting of from as little as 10 mechanicals to 1200 or more.

+ Assisted within the department on image retouching projects as needed.

+ Collaborate with project managers and art directors to make sure all aspects of the jobs are taken care of from start to finish including but not limited to creative design decisions, retouching and creating mock-ups.

+ Frequently used traditional studio art skills to execute physical comps to be presented at client meetings.

Studio Artist/Retoucher

JWT Advertising - New York, NY

December 2008 to May 2011

+ Independently handled about 95% of the retouching on the Tim Horton's account working on anywhere from 1 to 30 pieces of art each day. That's a lot of donuts.

+ Managed pre-press on a number of outgoing deliverables at a time.

+Worked closely with other team members on post production and retouching for Rolex and Jet Blue accounts.

Junior Studio Artist

BBDO New York - New York, NY

July 2007 to December 2008

+ Trial by fire. First job out of college. I learned, worked, laughed and cried - a lot.



EDUCATION

Bachelor's in Graphic Design

Sage Colleges - Albany, NY

September 2005 to May 2007

Associate in Graphic Design

SUNY Cobleskill - Cobleskill, NY

September 2003 to May 2005



SKILLS

- **Adobe Illustrator**
- **Adobe Photoshop**
- **Adobe InDesign**
- **Graphic Design**
- **Typography**
- **Prepress**
- **Image Processing**
- **Retouching**
- **Post Production**
- **Adobe Creative Suite**
- **Mechanical Knowledge**