

an

AT-A-GLANCE IMPACT

- Creative leadership for a 4.5M+ customer brand
- 29% performance lift through data-driven creative optimization
- Direct mail response rates up to 33% across multiple campaigns
- Key creative contributor on high-performing DRTV spots
- Digital and email campaigns achieving CTO rates up to 78%
- Built and led high-performing, multi-disciplinary creative teams
- Scaled modern creative systems and workflows adopted company-wide
- 8x Graphic Design Award winner

EDUCATION

Academy of Art University | 2012
MFA in Advertising Emphasis in Art Direction

Carroll University | 2009
BS in Graphic Communication

PUBLICATIONS & AWARDS

Published in CMYK Magazine, Issue 46
Graphic Design Awards, 2018
Graphic Design Awards, 2019
Graphic Design Awards, 2020
Graphic Design Awards, 2021

PROGRAMS

Adobe Creative Cloud • Adobe Acrobat Professionals
Microsoft Office • WorkFront • Asana • Sketch
• Canva • Figma • Jasper AI • ChatGPT • Miro

HOMESERVE USA | DIRECTOR, DESIGN JULY 2022 – PRESENT | NORWALK, CT

- Lead and inspire a high-performing creative team, overseeing the concept, design, and execution of multichannel marketing campaigns across direct mail, digital, OOH, email, and print.
- Champion cross-functional collaboration by managing creative workflows with marketing, business development, and strategy teams, ensuring timely delivery and on-brand execution.
- Played a key creative role in the development of multiple high-performing DRTV spots, ensuring brand consistency across each execution and alignment with broader brand marketing strategies.
- Advocated for and led the onboarding of the Creative team to Figma, improving design collaboration through live editing, shared asset libraries, and streamlined integration with our digital asset management system.
- Spearheaded the company-wide adoption of Asana as the primary project management platform, enhancing visibility across departments, improving communication, and reducing internal email volume by 65%.
- Directed homepage hero redesign which increased conversion rates by 13%, contributing to a total lift of 29% above control.
- Led the creation of high-impact digital and social content, resulting in significant KPI improvements including CTR gains and cross-sell email wins with click-to-open rates as high as 78%.
- Oversaw numerous successful direct mail campaigns, delivering standout response rates of 17%, 21%, and up to 33%.
- Led the strategic development and creative execution of Hispanic marketing segmentation initiatives, tailoring messaging and visuals to resonate with diverse audiences while maintaining brand alignment and driving engagement across direct mail and digital channels.
- Extended the success of outsourced creative direction by developing ongoing high-performing social assets and establishing comprehensive brand guidelines, now adopted across all departments to ensure consistency and efficiency in image usage and visual standards.
- Partner closely with copywriters and designers to translate business objectives into compelling creative solutions that align with customer needs and brand strategy.
- Mentor creative staff through regular check-ins, goal development, and career coaching; support a culture of continuous learning and innovation.
- Manage team structure, resource allocation, and recruitment to meet fluctuating business needs while staying within budget.
- Lead brainstorms, project retrospectives, and status meetings to ensure the team remains aligned on goals, timelines, and creative direction.

HOMESERVE USA | SENIOR ART DIRECTOR JULY 2019 – JULY 2022 | NORWALK, CT

- Led a high-performing design team in the successful execution of creative deliverables across B2C and B2B channels, ensuring alignment with brand guidelines and business objectives.
- Provided strategic art direction and creative leadership across direct mail, digital, print, and promotional assets, translating marketing goals into compelling visual campaigns.
- Presented and pitched creative concepts with confidence to internal stakeholders and external partners, supporting brand storytelling and campaign buy-in.
- Mentored and developed junior designers by setting individual growth goals, providing regular one-on-one feedback, and creating structured development plans to support long-term career advancement.
- Recruited and onboarded new design talent to meet growing project demands, proactively balancing team bandwidth and optimizing resource allocation.
- Ensured accuracy and quality across all creative outputs by reviewing, editing, and providing hands-on guidance throughout the design process.
- Managed multiple concurrent projects in a fast-paced environment, consistently meeting tight deadlines without compromising creative excellence.
- Adapted quickly to shifting business needs by revising or redeveloping concepts based on stakeholder feedback while maintaining brand integrity.
- Collaborated cross-functionally with marketing, business development, and external partners to deliver cohesive creative strategies and high-impact results.

HOMESERVE USA | ART DIRECTOR APRIL 2017 – PRESENT | NORWALK, CT

- Led the art department in creating original graphic content for winning direct mail pieces, digital campaigns, and other marketing materials.
- Organized and managed a rebrand of three company locations, successfully delivering within budget.
- Oversaw four full-production photo shoots and one video shoot, ensuring creative alignment and production quality.
- Collaborated with senior management to develop a cohesive brand aesthetic that reflected the company's core values and vision.
- Delegated projects to the in-house design team, balancing workloads and maintaining timelines.
- Reviewed graphic materials to ensure validity, appropriateness, and alignment with brand standards.
- Maintained graphic consistency across all deliverables to reinforce brand identity.
- Developed artistic concepts in collaboration with copywriters and fellow art team members.
- Consistently implemented process improvements for file organization and team communication.

ADDITIONAL ROLES AT HOMESERVE USA JUNIOR ART DIRECTOR

JULY 2016 – APRIL 2017 | NORWALK, CT

GRAPHIC DESIGNER

JUNE 2014 – JULY 2016 | NORWALK, CT

ALYCIA NOW
21 Newton Rd.
Fishkill, NY 12524

EMAIL:
alyciafrances@gmail.com

PORTFOLIO:
alycia-now.com

LINKEDIN:
<https://www.linkedin.com/in/alycia-now-70975358/>