



Courtney Horrigan

ART DIRECTOR & BRAND DESIGNER

EXPERIENCE

CEO, CREATIVE DIRECTOR

BlueGiant Designs | 2022-Present

- Formed a freelance design agency aimed at helping small businesses and non-profits.
- Streamlined the on-boarding process by creating a custom website and CRM platform.
- Developed multiple strategic branding systems, social media campaigns, and websites.

ART DIRECTOR

Schwab Creative Center (C2) | 2019-Present

- Spearheaded numerous initiatives and campaigns into the market, such as Moneywise and MoneyTalk, which garnered over 25K followers in under 24 hours.
- Led and managed multiple design teams.
- Developed comprehensive branding systems for Volunteer Week, the Equity Unpacked podcast, and Moneywise social media.
- Played a pivotal role in developing and launching the Stock Slices Guide alongside a comprehensive reinvention of Carrie Schwab's platform aimed at teaching financial literacy to a younger demographic.
- Oversaw the management and artistic direction of various video/photo shoots.
- Expanded my skill set by venturing into stop-motion video production and video editing.
- Proactively lead educational workshops to foster learning within the organization.

ART DIRECTOR

Enviromedia | 2017-2019

- Responsible for overseeing the creative direction and execution of multiple non-profit organizations.
- Developed the mascot and social media presence for Nobody Trashes Tennessee.
- Launched the #WasteLessWednesday initiative, encouraging consumers to reduce their use of non-recyclable items. Within two weeks, we accumulated more than 100,000 impressions.
- Partnered with local artists renowned for their murals in Austin, inviting them to recreate their artwork to shed light on the importance of voting.
- Designed and pitched campaigns for ReStore, North Texas Water, and Peers Against Tobacco.
- Leveraged creativity, strategic thinking, and communication to drive meaningful change.

INVOLVEMENT & HONORS

IHAF Award Honorable Mention | 2023

C² Marketing Excellence Award | 2023

IHAF Award Silver | 2022

C² Exceeds Expectations | 2022 & 2023

IHAF Award Honorable Mention | 2021

ADDY Gold, Silver & Special Judges Award | 2016

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EXPERTISE

- Conceptual, art direction execution.
- Leading, managing, and delegating design teams.
- Client-facing pitching and presentations.
- Art directing photo and video shoots.
- Creating branding systems, campaigns, and websites.
- Articulating design rationale and concepts clearly.
- Driving brand strategy across content and campaigns.
- Carrying ideas from concept to final deliverables.
- Understanding the needs of different audiences.
- Leaning on experience and data to generate solutions.
- Loves collaborating and constructive feedback.
- Interpersonal and organizational skills.

SOFTWARE

Photoshop	Acrobat	Drupal
Illustrator	Sketch	Notion
InDesign	InVision	Honeybook
Lightroom	GSuite	Showit
Premiere Pro	Keynote	Figma

EDUCATION & INTERSHIPS

Texas State University | 2016

Bachelor of Fine Arts in Communication Design

Bachelor of Science in Advertising

Studied art history & drawing in Florence, Italy

Goodby Silverstein & Partners | 2017

BBDO | 2016

DDB | 2015