

CHERYL M. REYNOLDS, MFA

Dayton, Ohio • 937-543-2451 • lookhereforme@icloud.com

ART DIRECTOR | VISUAL STORYTELLING | CAMPAIGN & RETAIL CREATIVE | ARTIST | AUTHOR

Creative leader with a background in art direction, visual storytelling, and production management across retail campaigns, brand storytelling, and large-scale visual design. Experienced collaborating with cross-functional teams including merchants, designers, copywriters, and production partners to bring concepts from ideation through final production. Known for strong conceptual thinking, attention to visual detail, and the ability to lead creative work from mood board through final asset delivery.

CORE SKILLS

Art Direction • Campaign Concept Development • Visual Storytelling • Creative Strategy On-Set Creative Direction • Brand & Retail Design • Cross-Functional Collaboration Production Management • Editorial & Catalog Layout • Creative Problem Solving Team Leadership • Storyboarding • Illustration

PROFESSIONAL EXPERIENCE

Restoration Hardware

Sales Leader / Visual Brand Contributor Dayton, OH

- Delivered premium customer experiences aligned with Restoration Hardware's luxury brand presentation and retail storytelling.
- Contributed to store visual presentation and merchandising that reinforced brand identity and lifestyle positioning.
- Acted as a brand ambassador, communicating product narratives and design inspiration to customers.

Cheryl's Art

President / Creative Director (Freelance Studio)

- Founded and led a multidisciplinary design studio delivering branding, visual design, and artistic installations for a variety of clients.
- Directed projects from concept through completion, including client consultation, visual concept development, and final production.
- Managed business operations, marketing, billing, and client relationships while maintaining a strong creative vision.
- Advertised, created, and build an Artist Collection which travels the country to Art Shows.

Cinmar / Frontgate

Graphic Designer – Catalog & Retail Marketing

- Collaborated with merchants, art directors, and copywriters to produce high-quality retail catalogs, campaigns, and store signage.
- Translated product strategy into visually compelling layouts that reinforced the Frontgate premium brand aesthetic.
- Ensured all creative assets met production standards and were delivered on schedule for print distribution.



Freelance Creative Work

Set Design • Prop Design • Large-Format Visual Concepting

- Conceptualized large-format visual designs for stadium and gym performance environments in collaboration with directors and choreographers.
- Developed visual themes that supported music, choreography, and live audience experiences.
- Produced creative concepts that balanced artistic storytelling with practical production requirements.

Hafenbrack Graphic Design

Production Manager / Designer

- Managed agency design projects from concept through final delivery across branding, print campaigns, POP displays, and annual reports.
- Led a team of six designers creating presentation decks and visual materials for Wright-Patterson Air Force Base and other clients.
- Oversaw creative production workflow to ensure quality, accuracy, and efficient delivery of client projects.

Bellbrook Psychiatric Services

Medical Office Manager

- Grew a small startup practice into a fully staffed office supporting a thriving client base.
- Oversaw operations including marketing, office design, billing, accounting, and client relations.

CREATIVE PROJECTS

Faux Art & Mural Design

- Collaborated with builders and interior designers to create custom faux finishes and mural installations that enhanced interior environments and increased home value.

Claymation Video Production

- Produced and edited a 30-minute claymation television special using stop-motion techniques that aired on Miami Valley Cable Council television.

EDUCATION

- Master of Fine Arts – Advertising, Art Direction (Storyboarding) Academy of Art University
- Bachelor of Fine Arts – Graphic Design University of Dayton

AWARDS

- Frontgate “Frog Tank” Product Innovation Competition – Third Place
Concept design for a multifunctional sofa console for small-space living.
- Miami Valley Cable Council – Arnie Awards
Recognition for video creation and editing.

INTERESTS

Photography • Fitness • Softball • Automotive Enthusiast • Community Volunteer (Habitat for Humanity)

