

# CARA BONILLA | CREATIVE DIRECTOR

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*Visual storyteller and creative visionary who helps high-profile, Fortune 500s innovate their brands. Defines and guides voice and vision from concept to execution and everything in between. Motivating team leader who guides via collaboration, inclusivity, and a touch of humor. Former WWD Top 50 Beauty Executives under 40.*

## CORE SKILLS

**Creative Direction | Art Direction | Team Leadership | Strategic Planning | Brand Voice & Tone**

**Photoshoots:** Concepts, Production, Budgets, Casting, Scouting, Retouching, Editing, Graphics, Voice Overs, Short Video Creation

**Design/Copywriting:** *Digital Design:* Social, Web, Email, PPT Presentations; *Print Design:* Direct Mail, Catalogs, Packaging, Display, Signs

**Branding:** Toolkits, Brand Books, Mood Boards, Templates, Design Systems

**Programs:** Adobe Suite, Figma, Google Suite, Microsoft Office, Videoshop, Slack, Miro

## PROFESSIONAL EXPERIENCE

### CREATIVE DIRECTOR | The RoomPlace/Apt 2B | Lombard, IL | Oct 2023-Present

- Directs creative team and contributes to digital marketing for 4 brands including The RoomPlace, Apt 2B, Seatables and Flipt Mattress.
- Manages external agencies overseeing digital and print design, TV creative and social media.
- Rebrands and builds systems, process and templates to expedite design work and flow for cross functional partners over all verticals.
- Contributes to marketing strategy through copywriting, design execution to support growth of brands.
- Provides guidance and growth opportunities to existing team while building it with new talent.

### SR CREATIVE DIRECTOR | Owlet Baby Care | Remote | June 2021-June 2022

- Curated and directed a high-performing creative team while producing inspiring imagery, design and copy for a global audience, including emails, social, e-comm, packaging and retail.
- Led a compelling campaign creative strategy for 360 marketing efforts, including product launches through video for social and TV.
- Conceptualized and directed photoshoots spotlighting core products while growing brand love through lifestyle and visual storytelling; produced paid video ads monthly.
- Defined brand voice through video scripts and social copy for new product launches.
- Managed budgets, headcount and workload through adversity and limited resources.

### SR CREATIVE DIRECTOR | Ulta Beauty | Bolingbrook, IL | Oct 2017-Jan 2021

#### CREATIVE DIRECTOR | Sept 2013-Oct 2018

- Worked as the organization's top creative visionary.
- Directed and developed 20+ creatives overseeing all assets for print, digital, video, in-store and salon.
- Spearheaded the creation of an in-house photo studio and managed a photo budget of over \$3M annually.
- Conceptualized creative strategy of seasonal changes and new launches through photoshoots (stills/video) plus design development.
- Oversaw casting, wardrobe, propping, locations and retouching.
- Ensured cohesive execution across verticals based on declared vision.
- Served as lead creative for two corporate rebrands influencing every touchpoint for the guest and helping Ulta continue its YOY growth. This included a photo and design direction, copy tone, brand style guide, corporate brand book creation, tech guides for Salon, point of purchase, signage, gift cards, packaging, out-of-home ads and grand opening events.
- Developed creative rebrand of the Ultamate Rewards program, Ulta Beauty Collection and Conscious Beauty.
- Key design contributor to the Target x Ulta Beauty pitch solidifying this powerful business partnership resulting in pop-up shops in over 100 stores across the US.

### ART DIRECTOR | Land of Nod | Morton Grove, IL | Oct 2010-Sept 2013

- Designed and conceptualized nurseries, playrooms and children's bedrooms to promote a new and trending product.
- Selected prop stylists, photographers, and wardrobe, and oversaw casting and art directed tabletop and lifestyle photoshoots.
- Designed, edited, and managed retouching and created all printed catalogs with one supporting designer.
- Key contributor to Land of Nod rebrand refreshing design photo and styling approach to differentiate from competition.

## OTHER DESIGN EXPERIENCE

SR GRAPHIC DESIGNER | SG2 Health Care | Skokie, IL | Mar 2006-Oct 2010

GRAPHIC DESIGNER | Cushman & Wakefield | Chicago, IL | Mar 2004-Mar 2006

GRAPHIC DESIGNER | IO Design | Northbrook, IL | June 2001-Mar 2004

INVITATION DESIGNER | Paper Source | Evanston, IL | Aug 2000-June 2001

## EDUCATION

**BFA, Graphic Design | Ball State University | Muncie, IN**