

# Shani Sandy, Executive Creative Director

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**Designing Forward.** Driven by a sharp focus on business objectives. Energized by passion for the craft. Results of the highest caliber.

## EXPERTISE

Change Management  
Employee Development  
Team Building  
Strategic Planning

Art Direction  
Communication Design  
Corporate Brand Identity  
Concept Development  
Design Thinking  
Graphic Design  
Interaction Design  
Product Development

## TECHNICAL

Adobe Creative Suite,  
HTML, CSS, PHP

## EDUCATION

Berlin School of Creative  
Leadership, Steinbeis  
University, MBA, 2017

Cooper U: UX Bootcamp  
2013

AIGA & Yale  
Business Perspectives  
for Creative Leaders  
2012

School of Visual Arts,  
Milton Glaser Program 2009

Tufts University &  
The School of the  
Museum of Fine Arts,  
BA, Art History  
BFA, Painting &  
Computer Art  
2002

Columbia University  
1996 - 1998

## AWARDS & ACTIVITIES

Arts Board, The Bronx  
Charter School for the Arts  
2015 - 2017

GDUSA People to Watch  
2015

InSource Board, Digital Lead  
2014 - 2016

McGraw Hill, Mentor  
2013 - 2014

S&P Capital IQ  
President's Circle Award 2012

McGraw Hill  
Corporate Achievement  
2009 & 2008

## EXPERIENCE

S&P Global, New York  
Executive Creative Director, April 2016 - present

S&P Capital IQ, McGraw Hill Financial, New York  
Global Creative Director, 2011 - 2016

Capital IQ, A Division of Standard & Poor's, New York  
Creative Director, 2007 - 2011

*10+ years as a Creative Director, leading the vision and development of creative strategies across marketing, sales, and technology teams to deliver superior results for early stage businesses and multinational leaders.*

*15+ years as a multidisciplinary Graphic Designer working at the intersection of design, technology, and business.*

## Concept Development & Creative Strategy

- Intimately orchestrated creative work from conception to execution in marketing initiatives, product launches, and event experiences producing maximum outcomes through brainstorming, critique, research and analysis.
- Transform fieldwork and insights into big picture stories to form actionable project plans and deliver tangible solutions.
- Improve idea generation and strategic solutions by leading cross-functional teams in alternative, non-traditional methods of problem solving. Such methods incorporate illustrative and diagramming practices, prototyping, associative thinking, and testing.
- Initiate and establish reoccurring working sessions with business leaders across our key global regions to ensure design work and creative strategy meets our client needs, diagnostic approach, and annual business goals.

*Led creative direction for multiple brand ad campaigns. Worked with agency partner to launch campaign across digital platforms such as WSJ, FT and extended campaign with my team via online, print, and OOH units. Campaigns resulted in increased awareness and leads.*

*Launched company's first, entirely in-house conceived, ad campaign. From idea creation to media planning and production across print, outdoor, and online outlets. Campaign made largest debut as station domination in Grand Central Station. During campaign's 3 month run, site visits spiked, producing over 940 leads.*

*Conducted redesign of website to optimize client engagement. Integrated visual and interaction design principles to create modernized, relevant experiences related to our offerings, resulting in 31% increase in lead form rates.*

## Brand Development & Management

- Collaborate with VP of Branding and CMO to solve business challenges related to restructuring, rebranding, and acquisitions.
- Establish policies and repeatable processes to reinforce business unit positioning and protect key brand elements of consistency, integrity, and quality.
- Interpret brand guidelines for effective application in product interfaces and promotional use.

*Executed 5 major rebrands, including S&P Global, and the brand migration of 6 acquisitions. Branding plans were comprehensive, 360 degree views with deliverables including brand story communications, launch events, signage, brand guidelines, training, messaging framework, website development, and social media.*

*Spearheaded the development of brand architecture and nomenclature framework for our flagship business and corporate business.*

## Leadership

- Inspire the untapped talent and divergent thinking of creative professionals with an emphasis on the value of conceptually strategic work.
- Elevate and integrate the role of creativity in business by positively impacting margins and aligning goals to business objectives—shifting creative influence beyond execution capacities and towards conceptual process and meaningful outcomes.
- Oversee agency partners on projects requiring specialization such as programming, market research, and niche production.

*Envisioned and built, from ground up, strategic and executional, global, in-house Creative team. Foster a team-focused collaborative culture by including internal clients in the creative process. Lead monthly design huddles to discuss industry topics, business strategy, and identify best practices. Instituted 5D processes for project management and creative development (Discover, Define, Design, Deliver, Debrief).*

*Advanced creative acumen and thinking on organization initiatives by delivering premium work for C-Suite executives.*