

Helen Dear

MULTI-DISCIPLINARY DESIGNER AND DIRECTOR

EXPERIENCE

Greenlight Financial Technology — Atlanta, GA / Remote

Creative Director: April 2021–present

Marketing Creative Lead: Dec 2019–April 2021

I lead a team of 8 brand, digital, and motion designers to drive Greenlight's brand expression across all touchpoints and marketing channels in the GL ecosystem. I drive strategic and creative design solutions for product launches, customer acquisition programs, family engagement campaigns, and large-scale brand marketing programs (hello, Super Bowl commercial!). Serving as the creative liason across all departments at Greenlight, I bring a particular focus to branded moments in the GL product and advocating for Brand at the executive level. I balance building on metrics and insights to increase performance (and acquire new customers), with championing the brand and maintaining a culture of continual design craft improvement.

Freelance Design & Therapeutic Riding Instructor Apprenticeship — Sydney, AUS

Jan–Sept 2019

Contracted with Publicis Groupe and Pollen to design digital experiences for companies in e-commerce, fintech, and cultural spaces. Apprenticed with local therapeutic horseback riding programs to learn about teaching methods for special needs students and support daily barn maintenance.

Carbone Smolan Agency — New York, NY

Design Director: April–Dec 2018

Senior Designer: Nov 2015–April 2018

Designer: Nov 2013–Nov 2015

Created brand identity systems and digital experiences for a variety of clients, balancing hands-on design work with leading the design of identity and digital projects. Collaborated with designers, strategists, tech/dev teams, and executive leadership. Led and expanded client relationships, presented creative concepts to clients at the c-suite level, participated in new business pitches, assisted in design staff resourcing, and mentored interns.

AMDA College and Conservatory of the Performing Arts — New York, NY

Graphic Designer: Sept 2012–Nov 2013

The Rubin Museum of Art — New York, NY

Assistant Graphic Designer and Print Production Coordinator:

Aug 2011–Sept 2012

The Museum of Modern Art Design Store — New York, NY

Freelance Graphic Designer: May–Aug 2011

The Bard Graduate Center — New York, NY

Junior Designer: Oct 2010–Aug 2011

CONTACT

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she/her

EDUCATION

North Carolina State University,
College of Design — Raleigh, NC

Bachelor of Graphic Design 2010
Summa Cum Laude

EXTRA EXTRA

Dale Carnegie leadership program graduate and recipient of Dale Carnegie Award for excellence in public speaking and people skills
June–Aug 2017

Design Consultant for NYU Stern's Branding & Innovation Lab
Oct–Dec 2016