

PROFILE

Visionary designer and storyteller with 12+ years of experience shaping bold, brand-building campaigns and cross-platform creative. A strategic thinker with a passion for conceptual development, visual storytelling, and team leadership. Adept at directing the full creative lifecycle—from ideation and design through production and execution—with a refined design eye and a collaborative spirit.

SKILLS

- Art Direction & Visual Concepting
- Cross-Platform Campaigns (Digital, Print, Social, OOH)
- Team Leadership & Mentorship
- Brand Identity Development
- Client Presentations & Communication
- Photography & Production Oversight
- Adobe Creative Suite | Figma | Motion Graphics (basic)
- Digital + Print Expertise

EDUCATION

INSTITUTO DE DISEÑO DE CARACAS

BA Graphic Design
Caracas, Venezuela

CORCORAN SCHOOL OF ART

Computer graphics- Open program
Washington, DC

LANGUAGES

ENGLISH

Fluent

SPANISH

Fluent, Native

CONTACT

E-MAIL

ana.schwar@gmail.com

PORTFOLIO

[Ana Schwar Portfolio](#)

PHONE

571-431-9144

EXPERIENCE

CONSULTANT DESIGNER/ART DIRECTOR

Ana Schwar Design June 2010–Present

- Founded and led a design consultancy specializing in branding, packaging, and experiential design for national and international clients, including the World Bank Group and Smithsonian Air and Space Museum.
- Created high-impact templates and marketing collateral for national and international clients.
- Provided strategic guidance on asset management and brand-level design systems.

SENIOR MARKETING MANAGER - CREATIVE PRODUCTION

Lidl US February 2022–October 2024

- Lead a multidisciplinary team of designers, copywriters, photographers, and videographers in delivering strategic creative assets across omnichannel marketing campaigns.
- Oversaw the production of *Dish by Lidl* magazine, aligning editorial, photography, and design with brand storytelling.
- Spearheaded brand consistency efforts, ensuring all creative outputs met brand guidelines and visual standards across platforms.
- Managed experiential activations, video productions, and paid media campaigns, ensuring message clarity and engagement across diverse audiences.

ART DIRECTOR/DESIGN MANAGER

Lidl US August 2020–February 2022

- Directed the visual strategy for Lidl's second U.S. re-brand, developing comprehensive brand guidelines for digital and print applications.
- Designed advertising campaigns and promotional materials, integrating bold visual concepts with strategic brand messaging.

SENIOR DESIGN SPECIALIST

Lidl US July 2018–August 2020

- Designed marketing collateral, including flyers, social media, and in-store signage, adhering to brand standards and enhancing customer engagement.

GRAPHIC ARTIST

Whole Foods Market December 2010–July 2017

- Designed and executed in-store branding elements, including signage, posters, and promotional materials.
- Developed hand-drawn illustrations and digital assets that reinforced brand positioning.
- Maintained precision and consistency in typography, hierarchy, and visual composition.

DESIGN DIRECTOR

J.S. Nicol Inc. July 1998–June 2010

- Led creative development for textile and home fashion collections, managing a team of designers and collaborating with cross-functional partners to launch successful retail products.
- Coordinated with international manufacturers to oversee production quality and ensure adherence to design specifications.
- Coordinated product development with overseas manufacturers.

VOLUNTEER EXPERIENCE

ANIMAL WELFARE LEAGUE OF ARLINGTON 2016 - Present

Design annual reports, logos, campaigns and event graphics.

AMERICAN SERVICE DOG MAGAZINE 2017 - 2018

Developed style guidelines and designed magazine issues.