

Paige Firnberg

CONTACT

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PROFESSIONAL SUMMARY

Creative and Brand Design Leader with 15 years of experience leading high-performing teams, building scalable creative systems, and driving omnichannel brand initiatives across retail, higher education, and agency environments. Expertise in brand stewardship, campaign development, creative operations, and cross-functional collaboration. Proven ability to elevate visual storytelling, streamline processes, and mentor teams while delivering customer focused design solutions that support business growth.

EDUCATION

Savannah College of Art and Design (Savannah, Georgia) BFA, Graphic Design, May 2014 *Magna Cum Laude*

Birmingham-Southern College (Birmingham, Alabama) BFA, Photography, May 2011

HONORS

Rockstar Recognition (S&S) | 2023

Guests & Gusto (SCAD) | 2020

Paperboard Packaging Council Excellence Award (SCAD) | 2019

Graphis Platinum Award: Type in Use (SCAD) | 2017

Tombow USA Brand Ambassador (PFD) | 2016-2018

Bronze ADDY (AOA) | 2015

CREATIVE LEADERSHIP

Art Direction
Brand Strategy
Creative Strategy
Project Management
Team Leadership

DESIGN SKILLS

Brand Identity
Email Design
Illustration
Lettering & Calligraphy
Large Format Design
Packaging Design
Print & Catalog Design
Social Media Design
Web Design

TOOLS

Adobe Creative Suite
Figma
Microsoft Office
Procreate
Showit

EXPERIENCE

S&S Activewear (S&S) – Bolingbrook, IL

GRAPHIC DESIGN MANAGER | 2022-PRESENT

- Lead and mentor a team of 8-10 designers across omnichannel marketing campaigns for one of North America's leading B2B wholesale apparel distributors, serving customers across the United States, Canada, and Puerto Rico
- Serve as the senior creative leader within Marketing, partnering with the Vice President of Marketing to establish and implement the creative vision and brand guidelines for a company-wide rebrand
- Direct brand standards across digital, print, email, events, and sales channels, strengthening brand recognition as a distributor representing adidas, Under Armour, Columbia, American Apparel, and other leading industry apparel brands
- Lead multilingual creative initiatives and oversee marketing assets in English, French, and Spanish for customers across North America
- Play a key role in post-alphabroder acquisition brand integration efforts, aligning visual identity and customer experience across platforms and audiences
- Collaborate with content management, project management, sales enablement, and marketing leadership to deliver strategic creative solutions
- Develop and refine processes that improve efficiency, elevate quality, and streamline execution
- Foster a collaborative, feedback-driven culture that encourages innovation and improvement
- Monitor trends, customer insights, and analytics to strengthen visual storytelling and campaign impact

Paige Firnberg Design LLC (PFD) – Savannah, Georgia

CREATIVE DIRECTOR AND OWNER | 2010-PRESENT

- Founded and lead a boutique creative studio specializing in branding, web design, and strategic visual identity development for women-owned small businesses
- Partner directly with clients to develop cohesive brand strategies and customer-facing visual systems across print, digital, social media, packaging, signage, and web platforms
- Manage all aspects of the creative process from discovery and concept development through design execution, production, and launch
- Build long-term client relationships through collaborative communication, thoughtful creative direction, and tailored design solutions that support business growth and brand recognition
- Oversee project timelines, client expectations, vendor coordination, and creative deliverables while maintaining high standards of design quality and consistency

Savannah College of Art and Design (SCAD) – Savannah, Georgia

DESIGN AND MERCHANDISING MANAGER | 2017-2020

- Led the creative development and maintenance of SCAD's merchandising brand across retail, print, signage, uniforms, campus environments, and university events
- Managed and mentored a design team while overseeing creative workflows, production timelines, and quality standards across multiple concurrent projects
- Partnered cross-functionally with executive leadership, merchandising teams, production vendors, and campus departments to deliver cohesive and strategic design solutions
- Directed merchandising projects from concept development through in-store execution and photography, ensuring alignment with brand standards and customer experience goals
- Oversaw vendor communication, production coordination, and payment processing to support efficient project execution and operational accuracy
- Developed innovative branded experiences and visual assets that strengthened merchandising initiatives and elevated SCAD's institutional brand presence

GRAPHIC DESIGNER | 2016-2017

- Designed print and digital creative assets supporting the President's Office, Executive Initiatives, Events, Advertising, Exhibitions, and Auxiliary Services
- Collaborated with cross-functional teams to concept and develop brand identities, promotional materials, and visual campaigns for signature university events and programming
- Produced strategic, high-quality design solutions across interactive and print platforms while maintaining alignment with institutional branding standards
- Contributed to high-visibility university initiatives by turning complex ideas into compelling visuals

Adams Outdoor Advertising (AOA) – Beaufort, South Carolina

ART DIRECTOR | 2014-2016

- Developed print and digital outdoor advertising campaigns for regional clients across the Southeast
- Conceptualized and presented creative strategies and visual solutions to clients
- Designed proposals, brochures, direct mail campaigns, and billboard advertising assets
- Managed client relationships while balancing creative execution and revenue goals