

MOLLY LONG

MOLLYLONGDESIGN.COM

DESIGN DIRECTOR • CREATIVE LEADER • BRAND STORYTELLER

Design Director and Creative Leader with 15+ years of experience overseeing brand identity, multi-channel marketing design, and creative operations for fashion, beauty, and lifestyle brands. Expert in translating business objectives into cohesive visual and verbal storytelling across e-commerce, retail, social, paid media, and print. Known for blending strategic direction with hands-on execution – leading cross-functional teams, managing complex creative pipelines, and delivering high-performing campaign and brand assets at scale.

CORE COMPETENCIES

Creative Direction • Brand Identity Systems • Campaign Concepting • Multi-Channel Marketing Design • Copywriting • Creative Thinking • Brand Storytelling • Catalog Development • E-Commerce Creative • Retail & Wholesale Collateral • Cross-Functional Leadership • Creative Project Management • Photo Art Direction • Post-Production Workflow Optimization • Stakeholder Alignment • Digital + Print Design • Attention to Detail • Growth Mindset • Prompt Engineering & AI-Assisted Creative

TOOLS

PHOTOSHOP

ILLUSTRATOR

INDESIGN

AFTER EFFECTS

FIGMA

GENERATIVE AI

MICROSOFT

ASANA

KEYNOTE

EDUCATION

UNIVERSITY OF CALIFORNIA, IRVINE
BACHELOR OF ARTS, STUDIO ART

Latin Honors, Golden Key International Society,
Order of Omega

CONTACT

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LOS ANGELES, CA

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[MOLLYLONGDESIGN.COM](https://mollylongdesign.com)

EXPERIENCE

RAILS CLOTHING

DIGITAL DESIGN DIRECTOR

2021 / PRESENT

Lead creative direction for all brand, marketing, and e-commerce channels, overseeing the full visual and verbal identity for a global contemporary fashion brand.

Manage and mentor an in-house creative team including designers and a copywriter; guide all design output, messaging direction, and brand storytelling.

Own multi-channel creative across email, paid ads, social, print, retail windows, OOH, and wholesale collateral—aligning visuals and messaging with brand and business goals.

Direct all copywriting for the brand, including campaign messaging, product copy, email marketing, catalogs, and seasonal editorial.

Concept, design, and produce Rails' seasonal catalogs (500,000–1,000,000 distribution), developing narrative flow, layout systems, storytelling, and final production.

Act as the functional marketing lead—building campaign themes, messaging pillars, creative briefs, and omnichannel communication strategy.

Oversee website creative and editorial direction, including homepage narratives, seasonal landing pages, PDP storytelling, and UX-aligned refreshes.

Maintain the company-wide marketing and content calendar; align creative production with e-commerce, merchandising, retail, and wholesale partners.

Oversee all post-production workflows—asset selects, retouching direction, cropping standards, vendor management, and final delivery for marketing and e-commerce.

Build scalable design systems and brand toolkits for retail stores, wholesale partners, collaborations, and internal communications.

Streamline creative workflows and cross-team communication, improving efficiency and output across numerous concurrent seasonal projects.

EXPERIENCE

DERMALOGICA

SENIOR GRAPHIC DESIGNER (ART DIRECTION & 360 CREATIVE LEAD)

2019 / 2021

Served as creative lead for global product launches, driving concept development, key visuals, and cross-channel creative direction.

Directed photoshoots and video shoots end-to-end—including scheduling, building shot lists, hiring crews and talent, managing logistics, and overseeing on-set art direction.

Managed post-production workflows across retouching, color correction, asset organization, and final delivery for global markets.

Designed comprehensive launch assets across email, social, paid media, retail signage, in-store education, POS displays, and campaign video.

Owned packaging design for new product launches, including primary and secondary packaging, holiday kits, sample and GWP packaging.

Built global toolkits and campaign systems distributed to international markets to ensure cohesive global execution.

Partnered closely with product development, brand, education, global marketing, and copy teams to deliver unified campaign narratives.

Managed timelines, approvals, and asset routing to move each launch from concept through production efficiently.

STEADFAST COMPANIES

ART DIRECTOR

2016 / 2019

Directed visual communication across all marketing channels, ensuring alignment with brand and business goals.

Redesigned and implemented brand identity systems for multiple divisions, improving brand consistency and strengthening market presence.

Oversaw creative execution for brochures, advertising, signage, reports, presentations, and corporate materials.

Managed production schedules and ensured timely delivery of all creative assets from concept through print and digital completion.

STEADFAST MANAGEMENT

2013 / 2016

GRAPHIC DESIGNER

Designed marketing materials—including signage, brochures, digital ads, and brand collateral—for a nationwide property portfolio.

Developed and maintained the company's brand identity system and visual standards.

Supported regional marketing teams with design solutions for property launches and ongoing promotional needs.

PARK HOPPERS ON PARADE

2017 / 2020

CO-FOUNDER / DESIGNER

Co-founded apparel and lifestyle brand; own all creative direction, design, and product development.

Create all graphics, apparel artwork, digital assets, and marketing content.

Manage production vendors, social media creative, email design, photography editing, and website design/maintenance.