



AUDREY FARNHAM

CREATIVE DIRECTOR · BRAND ARCHITECT · SENIOR GRAPHIC DESIGNER

CLEVELAND, OH | AUDREY@AFDESIGNCO.NET | 440.650.4124

PROFILE

Creative Director and brand architect with 15+ years building and evolving brand identities for hospitality, lifestyle, medical, financial, and mission-driven organizations. Combines hands-on design mastery with strategic brand thinking — architecting cohesive identity systems, directing creative across teams and channels, and building AI-assisted workflows that scale output. Translates business objectives into brand narratives that drive recognition and engagement.

EXPERIENCE

BRAND ARCHITECT, CREATIVE DIRECTOR & DESIGN

Independent Contractor | Lincoln, NE · Cleveland, OH | 2008 — Present

- Architect end-to-end brand identity systems — logo, typography, color, voice, and visual language — for clients across hospitality, non-profit, medical, financial, and biotech sectors, spanning a 15+ year portfolio.
- Serve as creative director for client engagements, owning the vision from strategy through execution and ensuring every touchpoint reinforces a cohesive brand story.
- Act as brand specialist across diverse industries — hospitality, entertainment, non-profit, medical, financial institutions, and peptide/biotech companies — developing event campaigns and brand-driven visibility initiatives that measurably increased engagement and audience reach.
- Partner with non-profit development directors as brand and creative lead on fundraising and membership campaigns, aligning print and digital collateral to a unified identity.
- Integrate AI tools into brand and content workflows — prompt-engineered systems for brand-consistent copy, AI motion/video, and automated research — delivering full brand programs faster and at a scope typically requiring a multi-person studio.
- Deliver complete brand programs: identity, guidelines, print collateral, and digital assets — built to scale as each brand grows.

CREATIVE DIRECTOR & SENIOR DESIGNER

Ethos Hospitality | Cleveland, OH | Nov 2021 — Apr 2026

- Led a team of junior designers and social media managers through the full creative lifecycle, providing art direction, feedback, and mentorship across all brand channels.
- Directed brand and content strategy for six concurrent hospitality and lifestyle accounts, ensuring cohesive identity and consistent cadence across each.
- Built AI-assisted content pipelines that cut production time on social and promotional assets by approximately 25%, enabling the team to scale output across four accounts without added headcount.
- Collaborated with the CMO, social strategist, and social media manager to translate business objectives into brand campaigns and promotional assets.
- Produced comprehensive brand and social assets — event graphics, promotional materials, branded content, email campaigns, and identity extensions.
- Developed and refined brand guidelines, logo concepts, and visual systems to strengthen recognition across digital and print channels.

CAPABILITIES

BRAND & DIRECTION Brand architecture & identity systems · Creative & art direction · Brand strategy & positioning · Logo design · Brand guidelines

CONTENT & CHANNELS Social strategy & content · Email campaign design · Event asset creation · Publication design · Copywriting

CRAFT & TOOLS Adobe Creative Suite · Typography & layout · Illustration & infographics · UI/UX · AI design & prototyping

AI, AUTOMATION & WORKFLOWS AI-assisted content pipelines · Prompt engineering for brand-consistent output · Brand voice automation · Custom AI workflows & agents · Competitive & audience research · Social media automation

EDUCATION & PROFESSIONAL DEVELOPMENT

A.A.S., GRAPHIC DESIGN & MEDIA ARTS · May 2021 Southeast Community College, Lincoln, NE

AI INTENSIVE SUMMIT · 2026 The Sales Boss Intensive AI training