



JAIMIE ST. CLAIR-BARRIE

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SUMMARY: DYNAMIC AND HIGHLY ACCOMPLISHED ART DIRECTOR WITH OVER 15 YEARS OF EXPERTISE IN CONCEPTUALIZING AND EXECUTING INNOVATIVE VISUAL DESIGN STRATEGIES ACROSS DIVERSE MEDIA PLATFORMS. CURRENTLY SERVING AS ART DIRECTOR AT DCG COMMUNICATIONS, JAIMIE EXCELS IN LEADING CREATIVE TEAMS, CRAFTING COMPELLING BRAND IDENTITIES, AND DRIVING THE PRODUCTION OF IMPACTFUL PRINT AND DIGITAL MARKETING MATERIALS. WITH A PROVEN TRACK RECORD OF DELIVERING AWARD-WINNING CAMPAIGNS, SHE CONSISTENTLY PUSHES THE BOUNDARIES OF DESIGN TO ELEVATE BRANDS AND ENGAGE AUDIENCES.

ART DIRECTOR, DCG COMMUNICATIONS · 2017 – present

DHS BLUE CAMPAIGN

As Art Director for the DHS Blue Campaign, Jaimie managed a team of five designers responsible for executing all print and digital design requirements including brochures, posters, billboards, vehicle wraps, digital advertisements and displays, event graphics, social media graphics, training videos, PSAs, and much more. During her tenure with the Blue Campaign she produced live action and animated PSAs and educational videos, and created unique out-of-home campaigns that have been featured across the country and at major events including the Super Bowl. She also spearheaded the branding for Human Trafficking Prevention Month and Wear Blue Day, developing a new look and feel for each year's observance in January.

DHS IF YOU SEE SOMETHING SAY SOMETHING®

As Art Director for DHS's If You See Something, Say Something® campaign, Jaimie oversaw development of print and digital designs across a variety of platforms that are regularly displayed at major events like the Super Bowl, Olympic trials, Indianapolis 500, World Cup, and in baseball stadiums and basketball arenas across the country. She produced animated and static graphics for social media, shuttle wraps, and booth designs across multiple events and mini campaigns, strategically advancing the campaign's mission while boosting engagement and reinforcing core messaging.

DOT FMSCA

Preventing Human Trafficking Campaign

Jaimie led the design and development of a new campaign effort within the CMV industry to prevent human trafficking. As part of the campaign, she developed the overall visual identity and implemented it into print and digital collateral to be displayed across the country in major markets.

Protect Your Move Campaign

Jaimie developed a new look and feel for the FMCSA 2020 Protect Your Move campaign. As part of the campaign, she designed print and digital advertisements that were displayed across the country in major markets.

GRAPHIC DESIGNER, MIL CORPORATION · 2015-2017

SELECTUSA, U.S. DEPARTMENT OF COMMERCE

In her role as Graphic Designer, Jaimie was responsible for all graphic design required by SelectUSA, the Department of Commerce led program that focuses on facilitating job-creating business investment into the United States. She managed the initial branding and production of designed elements for two events attended by the President of the United States, as well as for dozens of road shows and seminars around the world. As part of the team traveling to Hannover Messe, the world's largest trade fair for industrial technology, Jaimie developed the brand identity and designed promotional pieces and wall graphics for 2016 Partner Country USA. She also designed the brand identity for the 2016 SelectUSA Investment Summit, oversaw the production of all designed elements, and managed a team of 30 volunteers during the three-day event.

MARKETING ASSOCIATE, COMMAND GROUP · 2012-2015

Jaimie led firm-wide marketing activities as part of Command's business development team and was responsible for all graphic design required by Command, its subsidiaries, and its clients. All print and digital marketing and design support included brochures, advertisements, infographics, booklets, general branding, stationery, etc. She was in charge of maintaining the Command, CT Strategies, and CASI websites in Content Management Systems (CMS). Additionally, she formatted all client facing documents including proposals, presentations, and capabilities statements, to ensure they were visually up to the Command standard and consistent with its brand identity.

AWARDS

2025 AVA Digital Award: Platinum, Video PSA
2024 dotCOMM Award: Gold, Social Media Marketing
2023 ADDY Award: Silver, Video Series

SKILLS

- Advanced in Adobe Creative Cloud suite (Photoshop, Illustrator, InDesign, After Effects).
- Strong understanding of typography, color theory, and layout design.
- Experience leading end-to-end video production process, including project planning, scripting, budgeting, and timeline management, ensuring high-quality content for live action and animated PSAs and educational videos.
- Accomplished in leadership, team building, strategic planning, and effective decision-making to achieve organizational goals and foster a productive work environment.

EDUCATION

UNIVERSITY OF LYNCHBURG
B.A. in Graphic Design, Minor in Business