

Kimberly Van Schoyck

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Creative Director & Brand Strategist

Creative Director with 25+ years of leadership experience in retail-focused creative direction, brand storytelling, and product-driven marketing. Expert at building and scaling consumer lifestyle brands through innovative design, compelling visual storytelling, and end-to-end creative development across photography, content, print, packaging, email, social, and digital campaigns.

Entrepreneurial, hands-on leader with deep experience managing creative teams, guiding multi-channel brand launches, and connecting design decisions to broader business objectives. Co-founded and grew a successful DTC eyewear brand, overseeing creative strategy, product direction, budget planning, marketing execution, and cross-functional operations. Known for delivering high-impact creative work that resonates with fashion-oriented female consumers while driving measurable brand and revenue growth.

Core Skills: Creative Direction • Leadership & Team Management • Brand Strategy & Identity • Multi-Channel Campaigns (Email, Social, Paid, Site) • Art Direction & Photography • Print & Pattern Design • Trend Forecasting • DTC Strategy • Product Design & Development • Cross-Functional Collaboration • Budgeting & Creative Operations • Manufacturing & Production

Experience

Freelance, Vienna, VA

November 2024 - present

Creative Director and Brand Consultant

Providing creative leadership, product development, and branding direction for emerging consumer brands and early-stage companies.

- Lead end-to-end creative development from concept through production, including brand identity, logo systems, style guides, visual storytelling, and multi-channel launch assets.
- Direct art direction, product design, and market-informed trend development for accessories and consumer goods.
- Manage production workflows including CAD, prototyping, material selection, factory sourcing, and cost optimization to support scalable growth.

Yunizon Eyewear, New York, NY

March 2019 - November 2024

Co-Founder / Chief Creative Officer

Co-founded and scaled a DTC eyewear brand, overseeing creative direction, brand marketing, product strategy, and operational execution.

- Owned the brand's full creative strategy across photography, design, content, email, social, and digital advertising.
- Directed seasonal launch calendars, promotional strategy, budget planning, and customer acquisition initiatives.
- Led brand storytelling and developed messaging that educated customers on fit innovation, elevating brand relevance and engagement.
- Collaborated across product, marketing, and manufacturing teams to ensure consistency of brand identity across all touchpoints.
- Managed vendor relationships, negotiated production costs, and oversaw quality control for global manufacturing partners.

EssilorLuxottica, New York, NY

August 2014 - March 2019

Senior Product Designer – Tory Burch, Coach, & DKNY

Guided product and design direction for major fashion brands within a fast-paced, high-volume retail environment.

- Partnered closely with licensing teams to deliver brand-right creative concepts, ensuring alignment with brand DNA and seasonal marketing strategy.

- Managed development timelines from concept through production, ensuring brand consistency, cost efficiency, and on-time delivery.
- Led art direction for material innovation, color development, and pattern design inspired by fashion and accessories trends.
- Coordinated with internal teams and global factory partners to bring high-quality products to market.

FGX International (acquired by EssilorLuxottica), New York, NY

February 2006 - August 2014

Director of Product Development and Trend

Directed a multi-brand product design team while overseeing creative strategy, market trends, and seasonal launches for 25+ global eyewear brands.

- Led creative teams through concepting, design, and production across multiple price points and consumer segments.
- Defined trend direction and seasonal creative strategies based on competitive analysis and global fashion insights.
- Collaborated with sales, retail buyers, and marketing teams to align product strategy with consumer demand, brand identity, and seasonal narratives.
- Ensured consistent brand messaging across packaging, merchandising, and marketing collateral.

Additional Experience

Vienna Moms Inc. , Vienna, VA

August 2022 - Present

Co-President

- Oversaw a 1,500-member nonprofit, leading community initiatives, communications, organizational restructuring, and day-to-day operations.
- Managed and supported a team of 40+ volunteers responsible for planning and running programming for members.
- Modernized the organization's brand identity and transitioned all systems to a new platform, collaborating with developers to create a smoother, more intuitive member experience.
- Developed a community partnership program to support and promote local small businesses, strengthening engagement across the membership.

Education

Bachelor of Arts, Graphic Design - Penn State University