

Art & Creative Director

Seasoned creative professional specializing in art direction, graphic design, branding, product design, UI/UX, copywriting, and entrepreneurial leadership.

Adept at conducting creative briefings and concept presentations to steer brands toward optimum visibility. Experienced in utilizing cutting-edge tools and software to bring branding ideas to life. Astute in converting marketing or promotional strategies into plans via exceptional graphic design skills. Proficient in offering prudent leadership to junior designers, fostering a learning atmosphere that enhances overall team productivity. Exceptionally organized in coordinating interactive campaigns and content calendars, and applying innovative design strategies to maintain consistency, and amplify brand awareness. Experienced in building strong relationships and fostering cross-functional collaboration on a global scale to meet international standards of excellence in creative projects.

Technical & Professional Proficiencies

Software Proficiencies: Illustrator, Photoshop, After Effects, ProCreate, Clip Studio, PowerPoint, Keynote, Box Shot, Figma, Sketch, Audition, Premier Pro

Areas of Expertise: Art Direction, Visual Communications Design, Graphic Design, Branding, Illustration and Storyboards, Concept Art, Creative Content Management, Editing, Storytelling and User Experience, Motion Graphics, Copywriting, WCAG accessibility

Professional Experience

Senior Product Designer | Albertsons, Plano TX

2022 – Present

Manage complete product lifecycle, starting from conceptualization to launch, to continuous user engagement. Oversee conceptualization and execution of zero-one features for product lines. Liaise closely with cross-functional partners to ensure alignment on solutions. Foster seamless interaction with cross-functional partners, affirming mutual alignment on user-focused solutions and business goals.

- Pioneered design evolution of key product features, enhancing usability and customer experience in Sincerely Health's application.
- Extracted valuable customer insights and feedback, integrating them into actionable product enhancements.
- Executed in-depth competitor analysis to identify market trends and potential growth opportunities.
- Boosted customer satisfaction levels significantly, through strategic implementation of customer-driven product enhancements.

Owner | Wolf-Boy Entertainment Group, Eules TX

2022 – Present

Manage entire lifecycle of content pieces, from conception through distribution, achieving a variety of business goals. Coordinate cross-department collaboration for consistent content delivery. Lead and support marketing team in content creation and promotion efforts.

- Founded independent publishing company, ensuring triumphant debut of significant projects.
- Cultivated engaging and commercially viable content, resulting in substantial audience growth and revenue.
- Initiated and managed multiple successful digital marketing campaigns, improving brand visibility and customer engagement.
- Evaluated and improved existing content strategies to optimize results.
- Launched unique passion projects under independent publishing banner, receiving critical acclaim.
- Amplified website traffic through innovative SEO strategies.

Creative Director | Covered Care, Addison TX

2019 – 2022

Collaborated with cross-functional teams toward development and implementation of new creative initiatives. Monitored and analyzed market trends to bolster product positioning. Coordinated smooth execution of API implementation, demonstrating in-depth understanding of interconnected systems.

- Steered smooth launch and growth of leading fintech startup, displaying expertise in branding and product design.
- Monitored and analyzed market trends, thereby sharpening product positioning and increasing market share.
- Piloted launch of Covered Care product across a portfolio of proprietary platforms, elevating customer satisfaction and user base.
- Formulated and implemented marketing strategies that led to significant increase in product visibility and customer engagement.

Senior Product Designer | Solera, Westlake TX

2018 – 2019

Spearheaded UX optimization initiatives ensuring improved customer engagement. Fostered cross-border collaborations with remote product and development teams. Evaluated pre-existing goods, identifying avenues for augmenting User Experience (UX).

- Successful execution of UX improvement strategy, resulting in enhanced user engagement
- Championed effective communication across onshore and offshore teams, prompting increased operational efficiency.
- Led WCAG-aligned accessibility modifications, enhancing product inclusivity.

Digital Designer II | Elevate, Fort Worth TX

2015 – 2018

Upheld brand consistency in all digital products, and stayed attentive to visual detail. Executed innovative design solutions and supported comprehensive brand assets. Assisted in promotional and seasonal website updates with distinct design inputs.

- Created captivating visual narratives for executive-level presentations.
- Collaborated with creative directors, effectuating notable contributions to product design and prolific enhancements in website functionalities.
- Optimized website design, contributing to increase in user engagement.
- Successfully implemented company-wide design updates, enhancing brand visibility across all digital platforms.

Web Designer | Fossil, Richardson TX

2013 – 2015

Partnered with art team members to ensure seasonal web refresh reflects current trends and company vision. Maintained seamless operation of international e-commerce platforms, ensuring optimal user experience and satisfaction. Fostered robust relationships with clients, effectively interpreting and actualizing their nuanced design needs.

- Delivered pioneering design solutions that fueled success of marketing campaigns.
- Integrated cutting-edge industry trends into designs, ensuring relevance and competitive edge.
- Developed innovative design solutions for seasonal website updates.
- Succeeded in bolstering customer engagement by optimizing design of international e-commerce platforms.

Education & Credentials

B.F.A. Visual Communications | Texas A&M-Commerce (2014)

Certification in Audio Engineering and Post Production | Media Tech Institute (2007)