

## ART DIRECTOR | GRAPHIC DESIGNER

**Art Director and Graphic Designer** with over 16 years of experience working in creative advertising and most recently, Creative Designer for telecommunications and tech. Created advertising for some of the largest retail stores in the U.S.; **JCPenney, Sears, Kmart, 7-Eleven, and Michaels**. Producing innovative strategic design for multi-channel campaigns. Responsible for Art Directing photography, art direction for print and web, email design and social media design.

### EXPERIENCE

#### DIGITAL DESIGNER (Contract) | 7-ELEVEN (2021 - Present • Irving, TX)

Creation of Digital assets for Email, In-App-Assets, Home Page tiles and banners. Concept creation in helping implement style of given periods. Motion design (Gifs). Push message overlays creation. Consulting on technical capabilities and considerations. Execution of guidelines to deliver positive user experience across multiple channels of digital properties. Partnering with CRM team to manage content, audience targeting and publishing of advertising assets.

**Software Used: Adobe CS, Workfront**

#### SR. CREATIVE DESIGNER | COOLPAD TECHNOLOGIES US (2018-2021 • Frisco, TX)

Lead graphic designer responsible for all visual marketing of tech and cellular manufacturer. Focus on product visuals/marketing (b2B/B2C). Web Design and Wordpress development (Managing 3 Websites, US/CA/Lat-AM). Designer for all channels of marketing, product RFP presentations, creative/powerpoint design & animation, branding, email design, infographic design, photographic retouching, trade show display graphics, product package design, technical fact sheet layout, Brochure, newsletter and signage for in-store and promos for multiple carriers. Created 3+ posts per week for all social media channels (including motion), oversaw all visual for social media. **Software Used: Adobe CS, Sketch, Powerpoint, Wordpress/Elementor, Workfront, After Effects**

#### SR. ADVERTISING DESIGNER | MICHAEL'S STORES (2016-2018 • Irving, TX)

Advertising design for email, concepts, In-APP graphic assets, directmail, print circulars, style guides, internet banners, type lock-ups, seasonal branding campaign style creation, mobile design, digital home page layout, logo design, photographic selection and photo editing. Provided photographic art direction within studio (On-Set) for assigned projects. **Software Used: Adobe CS, Workfront**

#### ART DIRECTOR | JCPENNEY (2009-15 • Plano, TX)

Art direction and layout for advertising including circulars, direct mail, gift cards, and postcards. Helped develop and execute brand vision via graphic design, creating layouts with overall look per Creative Direction while overseeing photography. Lead pre-production meetings. Attended turn-in meetings with all promotional divisions. Attended photo shoots. Helped follow through of overall brand concepts. Full ownership of campaigns from concept to completion.

**(Software Used: Adobe CS)**

#### SR GRAPHIC DESIGNER | SCHAWK (2005-09 • Chicago, IL)

Designer for clients: **Sears, Kmart, Linens 'n Things and Quixtar**. Designed layouts, concepts, ROP and special projects for ads in circulation. Photographic direction and production of advertising for accounts with district distribution alternative layouts for 25 separate markets. Designer of quarterly catalog which included designing layouts in quantities up to 40 pages a week.

**(Software Used: Adobe CS, Quark)**

#### PHOTOGRAPHIC RETOUCHER | AMBROSI (2004-05 • Chicago, IL)

Clients: **Sears, Linens 'n Things, and Quixtar publications**

Creative retoucher working in Photoshop. Masking, outlining, mock-ups, color corrections. Responsible for making up to 100 images print ready on an average day.

**(Software Used: Adobe CS)**

### CORE COMPETENCIES

- Art Direction
- Advertising & Marketing
- Brand Execution
- Layout & Publication
- Powerpoint
- Concept Design
- Web Design
- Digital & Traditional Illustration
- Photographic Direction
- Retouching Photography
- Social Media Design
- Email Design

### TECHNICAL SKILLS

- Adobe Indesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Wordpress
- Elementor
- Responsive Web
- Sketch

### CERTIFICATIONS

- Graphic Print Design
- Coding for Designers
- CSS Fundamentals
- Responsive Web
- AGFA Digital Lab Certification

### AWARDS

- JCPenney Quarterly Marketing 2013
- JCPenney Quarterly Marketing 2014

### EDUCATION

- Roosevelt University
- American Conservatory of Music

