



SUMMARY

Collaborative and strategic Creative Director / Senior Graphic Designer with over two decades of experience in brand development, print, and digital media. Proficient in delivering compelling creative strategies, visionary concepts, and efficient project management while aligning with company goals and adhering to branding guidelines.

SKILLS

- Brand Development
- Team Leadership
- Creative Problem Solving
- Effective Communication
- Art Direction
- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver)
- HTML and CSS
- WordPress

EDUCATION

Bachelor of Fine Arts Degree in Graphic Design

CALIFORNIA COLLEGE
OF THE ARTS
Oakland/San Francisco

WORK EXPERIENCE

PacRes Mortgage

2022-2023

CREATIVE DIRECTOR

- Ensured the consistent application of brand guidelines throughout the company.
- Orchestrated the strategic planning and development of the national brand, encompassing print collateral, email campaigns, social media, and web presence.
- Spearheaded visual executions across all marketing channels, effectively achieving key business objectives.
- Collaborated closely with the sales and marketing teams to generate creative concepts and frameworks for top-tier marketing collateral.

Finance of America Mortgage

2017-2022

MARKETING MANAGER

- Oversaw all marketing and product collateral, recruitment materials, and email template campaigns, maintaining brand standards in all design materials for print, email, social media, CRM, and web.
- Worked in tandem with the product and marketing teams to brainstorm creative concepts and framework development for outstanding promotional media.
- Collaborated with cross-functional teams to comprehend their requirements and translate them into successful executions.

DKI Ventures

2014-2016

SENIOR GRAPHIC DESIGNER

- Crafted creative solutions for print collateral and digital media, covering event signage, conference directories, magazine layouts, front-end website design, user interface design, and multimedia presentations to bolster the nationwide corporate brands of DKI Ventures.
- Oversaw the design and production of graphic materials by the Marketing Department members across all three brands of DKI Ventures.
- Managed and mentored a team of designers and copywriters, fostering collaborative efforts with photographers, printers, and vendors to meet project goals and timelines.

Black Alliance for Educational Options

2002-2016

LEAD VISUAL DESIGNER

- Directed the strategic planning and development of the national brand, encompassing print collateral, intranet, and web presence.
- Conceptualized branding and digital marketing plans for annual events, spanning email campaigns, flyers, presentation materials, program books, posters, banners, signage, exhibit panels, and documentation reports.
- Ensured the preparation of print-ready documents and verified graphic materials from external printers or agencies.