



## Summary:

Experienced advertising art director with 8+ years of multi-execution art direction, social media strategy, content creation, and team management. Proficient in Adobe Creative Suite, HTML/CSS, and project management software. Known for driving creative work and delivering on timelines. Passionate about elevating brands and designing exceptional experiences that resonate with target audiences, while staying up-to-date with emerging trends and technologies. Excited to apply my skills and experience to help clients achieve their creative goals.

## Skills:

Creative leadership and direction  
Team management and mentorship  
Project management and timeline management, Adobe Creative Suite and HTML/CSS  
UX/UI design

- Brand identity development and management
- Social media strategy and content creation
- Print and digital design
- Video production and art direction
- Presentation design
- Photography and styling
- Strategic planning and creative problem-solving

## Experience:

### Sr Art Director, Recreation Dallas Dallas, TX | June 2021 - Present

Manage and mentor a team of designers to deliver high-quality creative work. Art direct multiple executions including digital, print, email, websites, social media, presentations, animated videos, logos, brand books, and photoshoots. Develop social media strategies and create engaging content that drives results.

### Freelance Art Director

#### Dallas, TX | July 2018 - 2021

- Created and managed a variety of design projects including graphic design, photography, art direction, styling, and web design

### Sr Graphic Designer, MonkeyTag

#### Dallas, TX | Oct 2017 - July 2018

- Designed identity systems, promotional advertising, and websites
- Managed timelines and collaborated with cross-functional teams to deliver projects on time and within budget

### Art Director, /Lerma

#### Dallas, TX | Jan 2016 - Oct 2017

- Art directed social media and digital advertising campaigns for various clients.
- Managed junior designers and collaborated with account and strategy teams to deliver high-quality work

### Digital Designer, Dallas Market Center

#### Dallas, TX | July 2015 - Jan 2016

- Designed digital marketing materials, brand identities, and presentations
- Collaborated with marketing and sales teams to create effective design solutions

### Digital Design Intern, Black Book Ink

#### Dallas, TX | Mar 2015 - July 2015

- Assisted with web and print design, social media content, and event production

### Graphic Designer, UTA Art + Art History Department

#### Arlington, TX | Jan 2014 - Mar 2015

- Designed promotions, exhibition posters, and managed department websites

### Graphic Designer, UTA Multicultural Affairs Department

#### Arlington, TX | Aug 2013 - Jan 2014

- Designed event posters and managed the department website.

Thank You!