

Experience:

● **01/2017 – 07/2025**

Creative – Sr. Art Director

Edgewell Personal Care - Jack Black, Coppell, TX

Oversee the art-works of all designers who produce all design graphics for packagings, print ads, web media, advertisements, and brand videos. Determine the overall style or tone, desired for each project and articulate brand vision to designers. Help grow the market to achieve planned growth NS:\$55.4M; +21%, CM=\$15.6M.

- Generating clear ideas and concepts in tandem with Creative Director and Copywriter.
- Producing sketches, storyboards, art layouts based on creative visions and ideas.
- Understanding marketing initiatives, strategic positioning and target audiences.
- Cooperate with the rest of the creative team across different types of media.
- Take work from concept to final execution within deadlines.
- Manage and delegate responsibilities to other designers and provide directions.
- Design compelling product planograms and immersive environmental space for retail stores.

● **02/2021 – 06/2023**

Creative Art Director

Goba Sports Group - Springfree, Plano, TX

Work closely with the Chief Marketing Officer to build from the ground up and lead our in-house creative team and set the artistic direction. Oversee many aspects of the creative projects on a variety of projects and initiatives across the organization. Train, and supervise creative department to ensure excellence across various marketing executions.

- Oversee the creative vision and execution for Goba Sports Group which includes assets for the website, email/CRM communication, and paid media.
- Provide creative leadership expertise for Springfree and goboplay major campaigns and marketing projects which would include working with our outside agencies.
- Development and implementation of many creative assets across marketing channels which could include but is not limited to; paid media channels, social media platforms, website, email marketing campaigns, and marketing collateral.
- Plays a critical role in the development of a strong creative strategy across the above-mentioned brands.
- Provide production recommendations to create the best possible product.

● **05/2015 – 12/2017**

Creative – Art Director

Beauticontrol, Carrollton, TX

Apply strategic thinking to deliver universally recognized and creative design solutions in beauty industry. Eye for detail and must embrace a highly iterative approach to design, constantly keeping abreast of the latest technologies and industry trends. Be articulate and possess the communication skills to persuasively convey the creative to other teams within marketing approaches.

- Work with Creative and other Art Directors to ensure design work meets expectations.
- Manage the quality of design throughout all phases of a design project.
- Execute top quality design work as necessary in alignment with agency standards
- Give and provide art directions for product photoshoots and image retouching.
- Participate constructively in inter-department and cross-service line communications.
- Oversee creative consultations with the internal design team to ensure the best creative strategies, sharp accuracy of input, and executive/partner presentations are met.

● **05/2014 – 05/2015**

Communication & Interior – Graphic Co-Worker

IKEA, Frisco, TX

Being an IKEA graphic communication co-worker is responsible for ensuring all graphic communication in and outside the IKEA store complies with IKEA visual and copy identity guidelines. Present the uniqueness of the IKEA Brand and distance the IKEA store from the competition, also develop and implement efficient and effective store communication that supports customer self-choice through out the IKEA mechanical sales system.

● **02/2013 – 10/2013**

Web / Digital Design Project Manager

Aisa Fusion Tach., Taipei, Taiwan

Plan, execute, and finalize projects according to strict deadlines with controlled budget. Knowledge and background in creative services, printing, web development and/or signage. Takes are not limit to be resourceful and coordinating the efforts of teams and third-party vendors. Define the project’s objectives and oversee quality control throughout its life cycle and ability to drive projects to completion while building credibility and rapport with client and internal team.

Education:

- Bachelor of Fine Arts in Graphic Design
Savannah College of Art and Design, Savannah GA

Management:

- Adobbe WorkFront (ProofHQ)
- Atlassian JIRA
- Smartsheet

Software Skills:

- Figma UI/UX
- Adobe Illustrator
- Adobe Acrobat
- Adobe Bridge
- Adobe Photoshop
- Adobe Indesign
- Lightroom
- Microsoft Office 365

Web Skills:

- HTML ● CSS ● JavaScript ● CMS Web Management

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● 10/2010 – 01/2013

Editorial – Art Director
Edipresse Group, Taipei, Taiwan

As the Art Director for Edipresse Group. The tasks were managing and coordinating all high quality publications. Coordinate project expectations with third party vendors including printers, designers, photographers, estimators and ownership, maintaining quality design templates and layouts, keep proper relationships with suppliers and printer. Present design concepts and ongoing projects with the district manager and chief editor.

Skills:

Figma UI/UX
Adobe Acrobat
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe WorkFront
Microsoft Office

Web Skills:

HTML
JavaScript
CSS Style Sheet
CMS Management