

Professional Summary

Results-driven Design Leader with 12+ years of experience in driving innovative design solutions, leading high-performing teams, and fostering strategic partnerships. Proven track record of elevating brand presence through effective marketing strategies and exceptional customer relationship management.

Professional Experience

Design Director (DE09)

Inazuma.co | January 2020 - Present

Senior Design Manager (DE07)

NovaSpire Inc. | June 2018 - December 2019

Key Achievements:

- Increased design team productivity by 30% through process optimization.
- Successfully led the redesign of a Fortune 500 company's website, resulting in a 25% increase in user engagement.

Responsibilities:

- Managed a team of 8 designers across multiple projects.
- Developed and implemented design strategies aligned with client goals.

Design Team Lead (DE05)

Pinnacle Creative Agency | March 2015 - May 2018

Key Achievements:

- Conceptualized and executed a brand refresh for a local startup, leading to a 50% increase in brand recognition.
- Improved team collaboration through the introduction of agile design methodologies.

Responsibilities:

- Led a team of 4 designers on various branding and web design projects.
- Collaborated with the marketing team to develop cohesive brand strategies.

Senior Graphic Designer (DE03)

Emerald Designs | January 2012 - February 2015

Key Achievements:

- Designed the visual identity for a new product line, which became a best-seller within the first quarter.
- Developed and maintained the company's design style guide.

Responsibilities:

- Created graphic designs for print and digital media.
- Assisted in the development of marketing materials.

Education

Technical Skills

Design & Creativity:

- Strategic Planning
- Marketing Strategy
- Branding
- Logo Design
- Graphic Design
- Web Design

Software & Tools:

- Microsoft Office
- Adobe Creative Suite

Management & Leadership:

- Team Management
- Customer Relationship Management (CRM)
- Market Research
- Business Development

Digital & Social Media:

- Social Media Marketing
- Digital Marketing