

Strategic & Innovative Brand Design Leader

Creative Brand Design Leader with 15+ years of combined in-house and agency experience shaping visual identity, brand systems, and digital ecosystems for global B2B technology and well-known consumer brands. Translates business goals into unified design systems, integrated campaigns, and high-performing web and event experiences that strengthen brand consistency and engagement. Advances creative operations and AI-enabled workflows to accelerate delivery, reduce complexity, and drive measurable business impact.

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| – Brand Design | – Visual Identity | – Art Direction |
| – Design Systems | – Brand Governance | – Integrated Campaigns |
| – Digital Experience | – Web UX Design | – Experiential Design |
| – Cross-Functional Collaboration | – AI-Enabled Workflows | – Adobe Creative Cloud |

PROFESSIONAL EXPERIENCE

AVEVA (former FTSE 100 / Industrial Software Leader), Lake Forest, CA, U.S.

Senior Design and Experience Manager – Remote

2015 - 2025

Directed global brand design and experience strategy across 40 countries, managing event, digital, and print systems spanning 100+ touchpoints. Oversaw creative alignment for 3 company rebrands, 7 digital activations, 8 campaigns, and 18+ global events, 3 of which earned Marketing Initiative of the Year honors, all supporting a \$10M marketing portfolio.

- Co-led the enterprise-wide “One Software” rebrand that unified two legacy brands under one global identity, delivering +245% MQL growth, +35% SAO increase, and ~\$600M in software sales; recognized with Marketing Initiative of the Year.
- Launched AVEVA’s first-ever Digital Style Guide on the Frontify platform, leading cross-functional teams on an agile design system project to harmonize the end-to-end customer experience across 16 websites, 12 cloud portals, and 125 SaaS product UIs.
- Drove creative for 18 global events, shaping compelling visual narratives and attendee experiences; culminated in the most successful events to date through generative AI integration, a 27% year-over-year boost in engagement, and recognition for driving new business growth.
- Leveraged Adobe Firefly’s generative AI tools to build scalable systems of 240+ on-brand visuals and motion assets that eliminated vendor costs, accelerated production timelines, and increased creative output 4x.
- Art directed the flagship “Connect the Future” campaign, establishing an overarching concept, visual design theme, and display ad system to unify 3 downstream sub-campaigns and drive the highest cross-market impact across 8 high-investment marketing initiatives.
- Delivered AVEVA’s global “Heroes” partner program with zero budget, leveraging AI-powered tools NightCafe and ChatGPT to craft photo-illustrated visual and storytelling narratives, cutting production time and costs by 80%.
- Stepped up to deliver 4 high-impact brand marketing initiatives in a single year amid turbulent change, team shortages, and executive restructuring, earning recognition for resilience and creative excellence.

- Directed internal and external designers, motion artists, suppliers, and agencies to deliver high-end, on-brand work aligned with creative vision, advancing innovative solutions through seamless collaboration, timely execution, and cost-effective delivery.
- Enhanced responsive website mega menu UX, driving +79% product page visits, +10% engagement, +20 percent longer user sessions through navigation and CTA improvements.
- Collaborated with UX agencies to lead accessibility research, usability studies, and stress testing, delivering WCAG AA-compliant web components and guidance rooted in Atomic Design principles to advance inclusive digital product and web design.

Alar Staffing (acquired by Corporate Resource Services), Santa Ana, CA

Art Director

2010 - 2015

Directed a comprehensive rebrand and post-acquisition visual transition across 5 offices, delivering all identity, signage, and digital marketing collateral six months ahead of schedule.

- Modernized the company's brand from logo to launch, introducing a refreshed design system, WordPress site, and brand video that improved perception and unified messaging across customer touchpoints.
- Executed a complete brand rollout to Corporate Resource Services within two months, maintaining operational continuity and consistent brand presence during a critical post-acquisition phase.
- Elevated brand consistency and client-facing perception through cohesive environmental graphics across 5 California offices, strengthening on-site experience and internal brand culture.
- Enhanced the agency's digital presence through a unified visual language, content strategy, and original social and marketing assets, increasing engagement and recruitment visibility.

Earlier Roles: Assistant Art Director, Cruz/Kravetz: IDEAS (Clients: Denny's, El Pollo Loco, H&R Block, Anthem Blue Cross) | Graphic Designer, Gallegos United (Clients: Comcast, Verizon, Home Depot)

EDUCATION

Bachelor of Science (BS), Graphic Design, The Art Institute of California – Orange County

ADDITIONAL RELEVANT INFORMATION

- **Professional organizations:** OC Tech Link Up; Techqueria.
- **Certifications:** HubSpot Inbound; HubSpot Growth-Driven Design.
- **Honors and awards:** Marketing Initiative of the Year for AVEVA World Paris (2024), One Software Rebrand (2018), and Wonderware Live (2017); Cable Faxie finalist for Charter Communications (2010); four Bronze Telly Awards for El Pollo Loco (2007); Best of Blue for Blue Cross of California (2006).
- **Volunteer and community:** AVEVA Action for Good including Laura's House (2024) and Beach Cleanup (2022); AVEVA Sustainability Jam finalist (2020).
- **Veteran status:** U.S. Army Veteran, honorably discharged.
- **Languages:** English and Spanish, bilingual native fluency.