

## 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.

- Brand Design
- Design Systems
- Digital Experience
- Cross-Functional Collaboration
- Visual Identity
- Brand Governance
- Web UX Design
- AI-Enabled Workflows
- Art Direction
- Integrated Campaigns
- Experiential Design
- 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.