

# Rene Saldana

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[Creative Portfolio](#)

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## Strategic and 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**, Remote, CA

### Senior Design and Experience Manager

**2015 - 2025**

Directed brand design and experience for an industrial software tech leader (former FTSE 100), guiding global cross-functional creative alignment for 3 rebrands, 7 digital activations, 8 campaigns, and 18 events.

- Launched first Digital Style Guide on Frontify, leading cross-functional teams on an agile design system unifying the digital customer experience across 16 websites, 12 cloud portals, and 125 SaaS UIs.
- Co-led the “One Software” rebrand unifying 2 legacy brands under 1 visual identity, resulting in 245% MQL growth, 35% SAO increase, and \$600M in software sales, earning Marketing Initiative of the Year.
- Introduced Adobe Firefly’s generative AI tools to build scalable systems of 240+ on-brand visuals and motion assets, eliminating vendor costs, accelerating production, and increasing creative output 4x.
- Art directed flagship Connect the Future campaign, delivering the creative framework for 11 global programs driving 65K MCLs, 10.5K AQLs, and \$180M MOP.
- Produced creative systems supporting AVEVA’s cloud and SaaS growth initiatives, enabling \$170M in marketing-originated pipeline, \$32M in bookings, and 142% growth in cloud content engagement.
- Architected enterprise-grade icon libraries with 300 pixel-perfect, accessible, and stress-tested designs for product apps, marketing communications, and App Store use.
- Drove creative for 18 global events, shaping visual narratives and high-impact experiences for 3K+ in-person and 4.5K+ online attendees, resulting in 27% YoY audience growth and \$240M+ in MOP pipeline.
- Developed creative for 8 global brand and demand campaigns generating 91M impressions, 1.2M engagements, and 44K leads, contributing to \$110M in marketing-contributed bookings at 29x ROI.
- Enhanced responsive website mega menu UX, driving +79% product page visits, +10% engagement, +20% longer user sessions through navigation and CTA improvements.
- Delivered global “Heroes” partner program with zero budget, leveraging AI tools NightCafe and ChatGPT to craft photo-illustrated narratives that cut production time and costs 80%.

Art Director & Senior Graphic Designer (Contract)

2015

Delivered creative services for healthcare, education, and consumer clients, producing multi-format assets under tight deadlines with a focus on brand precision and visual excellence.

- Streamlined high-volume design production through effective prioritization and communication, reducing revision rounds and improving on-time campaign delivery.
- Applied agency best practices to uphold creative alignment and quality across solo and collaborative projects in rapidly changing environments.
- Partnered closely with art directors and account managers to clarify priorities and timelines, fostering strong collaboration that led to expanded project scopes and extended client engagements.

Art Director

2010 - 2015

Directed comprehensive rebrand and post-acquisition visual transition across 5 offices to deliver all identity, signage, and digital marketing collateral 6 months ahead of schedule.

- Modernized 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 complete brand rollout to Corporate Resource Services within 2 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 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.