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## Strategic & Innovative Brand Design Leader

Elevating Brands Through Cohesive Storytelling, Scalable Systems, and Creative Innovation

Drives unified brand experiences by combining creative vision, strategic insight, and storytelling to meet business goals and captivate diverse audiences. Leads cross-functional teams and stakeholders to translate complex objectives into cohesive, insight-driven creative strategies that strengthen brand identity and engagement across digital, physical, and live platforms. Builds trust and alignment across disciplines while mentoring talent, optimizing workflows, and scaling innovation through emerging technologies that deliver measurable business results.

- Art Direction (Motion & 3D)
- Design Systems
- Executive Presentations
- Brand Identity Systems
- Digital & Print Design
- Generative AI Workflows
- Campaign Concept Development
- Environmental Graphics & OOH
- Global Event & Experiential Design

## TECHNICAL SKILLS

**Generative AI:** Adobe Firefly, ChatGPT, Gemini, Grok, ElevenLabs, Vercel v0

**Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), PowerPoint, Figma

**Platforms:** Frontify, Wrike, Slack, Asana, Mac, PC

## PROFESSIONAL EXPERIENCE

**AVEVA**, Remote, Lake Forest, CA, US

2015 - 2025

(former FTSE 100 Industrial Software Enterprise / acquired by Schneider Electric)

### Senior Design and Experience Manager

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.

- Led knowledge-sharing labs for 20+ cross-disciplinary creatives, demonstrating application of core brand principles, AI-driven workflows, Adobe Firefly Video, and scalable design systems to drive cohesion, raise team standards, and foster a culture of collaboration and growth.
- 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 fourfold.
  - Led creative for three global events, including AVEVA PI World's first post-acquisition conference, delivering the strategic vision and end-to-end design that brought the "Intersection of AVEVA and PI" theme to life and earned acclaim for a world-class attendee experience.

- 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%.
- 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.
- Elevated user experience across 7 digital activations in 3 time zones by championing platform UI enhancements, backend integrations, and adoption of best-in-class event technology like RainFocus.
- 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.
- 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.
- Designed AVEVA web experiences in Adobe XD, partnering with product and web teams to optimize CTAs, navigation, and templates, boosting engagement and reinforcing design system consistency.
- Partnered with cross-functional teams across global time zones to deliver cohesive, on-brand marketing initiatives that elevated brand perception and unified customer experiences across 150+ touchpoints.
- 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.
- Architected enterprise-grade icon libraries with 300+ pixel-perfect, accessible, and stress-tested designs for product apps, marketing communications, and App Store use.
- 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.
- Stepped up to deliver 4 high-impact brand marketing initiatives in a single year amid turbulent change, team shortages, and a restructuring of executive leadership, earning recognition for resilience and creative excellence.
- Crafted and presented on strategy creative solutions, strategic concepts, and design work to C-level stakeholders, securing alignment, accelerating approvals, and earning recognition for impactful presentation delivery.
- Formulated Wonderware's award-winning brand system within the Schneider Electric brand, creating scalable templates and guidelines that drove unified execution across global design teams.
- Produced highly acclaimed executive presentation decks under tight deadlines, praised by ELT and industry leaders for compelling, on-brand slideware adaptable across business and corporate events.

**Creative Staffing Agencies**, Orange County, CA

2015

(24 Seven, Vitamin T, Robert Half | The Creative Group)

## **Senior Graphic Designer (Contract)**

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.

**Alar Staffing**, Santa Ana, CA

2010 - 2015

(Acquired by Corporate Resource Services)

## Art Director

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)

## AWARDS & RECOGNITION

- Marketing Initiative of the Year – AVEVA World Paris New Logo Campaign (2024)
- Marketing Initiative of the Year – AVEVA One Software Rebrand (2018)
- Marketing Initiative of the Year – Wonderware Live (2017)
- Cable Faxie Finalist – Charter Communications Paquete Alcance Más Multicultural Campaign (2010)
- 4 Bronze Telly Awards – El Pollo Loco Taco Celestial TV Spot (2007)
- Best of Blue Award – Blue Cross of California, Individual Hispanic Campaign (2006)

## EDUCATION

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