Rene Saldana

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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.

– 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.

- 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.

- 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.

- 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.

- 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.

- 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.

- 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.

- Designed personalized creative for Global and Strategic Account ABM programs supporting $136M in pipeline influence, $10M in bookings, 150 C-suite engagements, and 8M targeted ad views.

- Enhanced responsive website mega menu UX, driving +79% product page visits, +10% engagement, +20% longer user sessions through navigation and CTA improvements.

- Presented high-impact executive decks and creative strategy to C-suite leaders, driving alignment, accelerating approvals, and earning recognition from industry leaders for exceptional presentation delivery.

CREATIVE STAFFING AGENCIES, Orange County, CA

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.

ALAR STAFFING, Santa Ana, CA

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.