

**ABOUT**

I bring with me over 15 years of experience, including 12 years of freelancing for some of the top Seattle creative agencies including Touch Worldwide and Hey, Advertising. Through this I have partnered with brands like Starbucks, Microsoft, and Philips to build expert branding and product development. My work has been recognized twice by the M Award for custom product packaging. I am a content creator consistently recognized by partners as being a story-builder, embracing change with enthusiasm, owning major project deliverables from beginning to end, and achieving positive business results.

**CONTACT**

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**AWARDS**

2017 M Award - Packaging | Silver  
2016 M Award - Branding | Gold

**EDUCATION**

SCCC - 2001  
Graphic Design & Communications

**REFERENCES**

Available upon request

**LEADERSHIP****GB Productions** – Art Director | February 2018 - Current

Leads and mentors a small team of designers, developers and contractors to oversee creative direction of branding development, design systems, web development, content strategy, and production. Conceptualize creative strategy that meets client objectives, while navigating budget and timeline expectations. Conceived innovative marketing strategies that increased annual company revenue through increased bolt-on project scope and lucrative contract growth renewals.

**Partners:** TimTam, Amaziya, Pebblebee

**Kenna Media** – Art Director | February 2016 - January 2018

Alleviated risk for clients through a thorough discovery phase of current trends and consumer analytics. Developed numerous creative pathways for branding, advertising campaigns and marketing messaging to avoid over used visual solutions for the client's ideal audience. Clients experienced quick acceleration of category growth in the market place following campaign activation.

**Partners:** Live Purple, Pokémon, Gold's Gym

**Washington State Convention Center** – Art Director | January 2015 - December 2015

Spearheaded the brand revitalization for the upcoming expansion already in development, including a full outdoor campaign, overhaul wayfinding design systems, and restructuring the marketing departments asset library and resources. Clearly and efficiently communicate visual solutions and rationale to key stakeholders. More than tripling the WSCC event service capabilities and opening the door to future opportunity in the Seattle community.

**FREELANCE EXPERIENCE****Touch Worldwide** – Art Director | June 2015 - September 2015

Leading a small team to create and execute design systems for two major corporate events with big objectives. The creative brief included: large-format design and production management, cobranded partner design systems, two-sided interactive recognition wall, wayfinding, video presentation support, and much more.

**Partners:** Starbucks, Target

**Hey, Advertising** – Art Director | July 2014 - December 2014

Collaborating directly with a Senior Content Writer and Creative Director to develop a creative strategy for two key Windstar campaigns. The campaigns surpassed year-over-year expectations with an increase in online conversion.

**Partners:** Windstar, Mutual of Enumclaw

**Univar** – Senior Designer | June 2014 - August 2014

Managed all aspects of design for tradeshows, marketing, and promotional initiatives, including the ChemCare brand extension. This extension included an onsite digital platform used to boost sales and strengthen relationships at any job site.

**Clarisonic | L'Oreal** – Senior Designer / Junior Art Director | May 2013 - August 2014

Working directly with senior management to develop an aesthetic that reflects the company's core values and ideals for two key brand extensions. The work encompassed ideation and creative strategy, building a cohesive design system for all touchpoints: digital, packaging, tradeshows, and beauty bar kiosks.

**Retail Voodoo** – Senior Designer | February 2012 - June 2013

Visually articulating concepts and design strategy for retail campaigns with seasonal sales objectives. Managing all creative assets, and resources for delivery. These campaigns strengthened Brooks' in-store presence amid a sea of competition.

**Partners:** Brooks, Traditional Medicinals

**Channel Ready** – Senior Designer | January 2009 - June 2012

Creating engaging promotional design systems for our partner websites, landing pages, social media campaigns, and in-store promotions. Which exceeded month-over-month sales expectations that directly correlate with the promotional campaigns, and capture a stronger online customer engagement.

**Partners:** Savers / Value Village