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Senior Brand Designer

Brand Systems | Integrated Campaigns | Digital Experiences

Combines 10 years in-house brand marketing at a global B2B software enterprise with 5 years of integrated advertising at B2C agencies, bringing a rare blend of enterprise strategy and creative agency execution. Builds scalable brand systems, campaigns, and connected experiences that translate business goals into measurable results. Led 3 rebrands, 1 design system, 8 campaigns, 7 digital activations, and 18 global events.

EXPERIENCE

Senior Design and Experience Manager (IC) | 2020 - 2025

AVEVA | Remote, CA

Directed brand and experience design across rebrands, campaigns, digital platforms, events, and web experiences within a global industrial software enterprise.

- Led AVEVA's post-merger rebrand, unifying 2 legacy organizations under one visual identity, elevating market presence and driving 245% MQL growth, 35% SAO increase, and \$600M sales.
- Launched AVEVA's first Digital Style Guide to harmonize disparate digital customer experiences, establishing design system governance across 16 websites, 12 portals, and 125+ product UIs.
- Directed creative for the Connect the Future campaign, establishing a scalable visual framework for 11 global programs that generated 65K MCLs, 10.5K AQLs, and \$180M MOP.
- Implemented generative AI workflows across 5 global events, producing 240+ on-brand design and motion assets, increasing creative output 4x and reducing costs 80%.
- Partnered across product, web, and UX teams to improve AVEVA.com performance, including a menu redesign that lifted product page visits 79%, engagement 10%, and session duration 20%.

Senior Graphic Designer | 2018 - 2020

AVEVA | Lake Forest, CA

- Led creative direction for 3 global events, designing attendee experiences for 3K+ in-person and 4.5K+ virtual attendees, contributing to 27% YoY audience growth and \$240M+ in pipeline.
- Mentored junior designers and led training labs for a global team of 20+ creatives, elevating brand systems, execution quality, presentation practices, AI adoption, and collaboration.

- Designed virtual event experiences for 7 global digital activations across 3 regions, improving platform UX for 6,000–10,000 remote attendees per series and increasing engagement.

Presentation Designer | 2015 - 2018

Schneider Electric Software, acquired by AVEVA | Lake Forest, CA

- Led integration of award-winning Wonderware brand into Schneider Electric, developing scalable identity systems and global brand guidelines adopted enterprise-wide.
- Designed executive presentation systems and technical diagrams translating industrial software solutions into clear visual narratives for leadership and global audiences.

Art Director / Senior Graphic Designer

Robert Half | Orange County, CA | 2015

- Designed marketing materials for finance, healthcare, and consumer clients, partnering with art directors and account managers to deliver agency-level creative under tight timelines.

Art Director

Alar Staffing Corp. | Santa Ana, CA | 2010 - 2015

- Directed a company-wide rebrand across five offices, developing brand standards, marketing collateral, and a WordPress website ahead of schedule.
- Executed a post-acquisition brand transition within two months, ensuring continuity across physical and digital touchpoints.

EDUCATION

Bachelor of Science (BS), Graphic Design

The Art Institute of California – Orange County

SKILLS

Brand & Creative Direction:

Brand Identity and Governance | Integrated Campaigns | Design Systems | Creative Strategy | Art Direction | Visual Storytelling | B2B Marketing

Design Execution:

Digital and Print Design | Experiential and Event Design | Executive Presentations | UX/UI Collaboration

Technology and Tools:

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Firefly) | Microsoft PowerPoint | AI-Powered Creative Workflows (ChatGPT, Gemini, Adobe Firefly, Grok, v0, Eleven Labs, Claude)