

Creative Director • Culture Builder • BFA**PROFESSIONAL SUMMARY**

Accomplished Creative Director with 15 years of experience driving success in the advertising and branding industries. Confident in the ability to effectively lead teams, deliver strategic solutions, and build engaging brand experiences. Comfortable collaborating across disciplines and independently driving projects in fast-paced agency environments. Committed to lifelong learning, mentoring others, and fostering innovative, purpose-driven creative cultures.

KEY SKILLS

Creative Leadership	Client Presentations	SEO/UX Fundamentals
Branding & Strategy	Adobe Creative Suite & Figma	Agile Project and Team Management
Campaign Development	Digital & Traditional Advertising	Multi-channel Campaigns
Team Mentorship		

PROFESSIONAL EXPERIENCE**CREATIVE DIRECTOR | Liquid Agency | Jan 2024 - Present**

Lead creative teams in delivering branding, advertising, digital marketing, and video production solutions that translate strategic visions into tangible results.

- **Creative Leadership:** Guided a team of nine creatives across branding and advertising disciplines, fostering collaboration and mentoring team growth.
- **Strategic Collaboration:** Partnered with Client Services, Strategy, and Program Management to deepen client relationships, cross-sell capabilities, and identify new business opportunities.
- **Creative Excellence:** Directed strategic and creative initiatives to exceed client expectations, ensuring deliverables align with briefs; developed a rubric to consistently evaluate and enhance creative quality.
- **Resource Management:** Effectively managed team capacity, multiple projects, budgets, and deadlines while maintaining agency standards.
- **Client Relations:** Delivered compelling creative presentations, contributed to new business pitches, and developed case studies to showcase impactful results.

CREATIVE DIRECTOR | MindHandle | May 2022 - Jan 2024

Collaborated with agency leadership to scale operations, build a creative team, and implement processes to support business growth.

- **Team Building:** Recruited, trained, and supported a scalable creative team, fostering an environment of continuous improvement and professional growth.
- **Hands-On Leadership:** Maintained a hands-on approach, contributing to creative ideation and ensuring quality deliverables.
- **Cross-Functional Collaboration:** Partnered with internal teams and third-party vendors to deliver campaigns aligned with client goals and agency standards.
- **Client Trust:** Translated marketing challenges into actionable creative strategies, positioning the team as a trusted client partner.
- **End-to-End Execution:** Led projects from briefing to ideation to production, ensuring seamless alignment across creative and operational teams.

PROFESSIONAL EXPERIENCE

SENIOR ART DIRECTOR | Publicis Hawkeye | Oct 2019 – May 2022

Developed and executed full-funnel advertising campaigns for USAA, spanning digital, social, print, radio, and broadcast channels.

- **Campaign Strategy:** Spearheaded the conceptualization and execution of multi-channel campaigns, driving results for USAA's financial services.
- **Collaboration:** Worked cross-functionally with writers, designers, and production agencies to deliver cohesive and impactful creative.
- **Creative Presentations:** Presented clear and strategic concepts to stakeholders, building trust and driving approvals.
- **Mentorship:** Onboarded new team members and mentored junior creatives to elevate team performance and morale.
- **Process Improvement:** Brainstormed and implemented creative roadmaps that aligned with briefs, fostering collaboration and innovation.

ART DIRECTOR | The Starr Conspiracy | Sept 2012 – Oct 2019

Managed multi-channel campaigns for multiple brands, driving engagement and expanding client portfolios.

- **Campaign Execution:** Directed advertising campaigns across digital, print, and video media to achieve brand engagement and client growth.
- **Budget Management:** Monitored project budgets and resources to ensure alignment with client goals and expectations.
- **End-to-End Oversight:** Led projects from initiation to execution, ensuring deliverables met quality standards and strategic objectives.
- **Partnerships:** Collaborated with writers, designers, developers, and media buyers to craft and execute impactful campaigns.
- **Mentorship:** Supported team onboarding and provided mentorship to junior creatives, fostering a culture of learning and development.

EDUCATION

Bachelor of Fine Arts, Visual Communication, University of Texas at Arlington

TRAINING & PROFESSIONAL DEVELOPMENT

Formal Training: Le Studio People Management, Art Direction, Graphic Design, Web Design, Visual Identity, Typography, Layout, Digital Design, Art History, Photography, Printmaking, and Sculpture.

Informal Training: Leadership Development, Video Directing and Production, Agile Project Management, and Entrepreneurial Operating Systems (EOS).

ACTIVITIES & AWARDS

Professional Engagement: Mentor and guest speaker for the UTA Visual Communications Department; member of AAF and Dallas Society of Visual Communications (DSVC); Engaged in industry events, including DSVC Conferences, HOW Design Conferences, and SGCI Conferences.

Speaking Engagements: Branding and Visual Communication Classes at UTA (2020–Present); InfluenceHR Conference on Visual Identity Systems (2018).

Awards: Recipient of Gold, Silver, and Bronze ADDY Awards (2012–Present); artwork selected for permanent collection at UTA Art Gallery (2010); Dean's List and Gold Key Honors Society Member at UTA (2009–2012).

TECHNICAL SKILLS

Proficient in Adobe Illustrator, InDesign, Photoshop, Premiere Pro, and Firefly; skilled in collaboration tools such as Figma, Miro, and ChatGPT; experienced in generative AI tools including MidJourney and Runway; adept in photography, videography, and video editing; proficient with Microsoft Word, PowerPoint, and Excel; familiar with basic HTML and CSS.

For portfolio go to:

 jonirwin.net