JR RAPIER

Art Director

jr@jrrapierdesign.com | Portfolio
Washington, DC | 512-415-5776

Intuitive leader with 10+ years of bringing Fortune 500 consumer brands to life through creative vision, curiosity and instinct. Spearheads cross-platform campaigns that align marketing strategy driven by user insights. Empowers creative teams who elevate user experiences and brand engagement.

EXPERIENCE

Art Director   Jan 2011 - Present
Freelance | Contract
Go to creative resource and strategic partner for clients in healthcare, technology, federal government, retail, hospitality, real estate, B2B and B2C.

- Extensive experience in both digital and print design within the agency culture.
- Works independently with clients to prioritize business goals by creating collateral that elevates the company's brand and expression.
- Balances creative, analytical thinking and decision making to drive business goals.
- Leverages design trends and marketing trends to maximize customer driven experiences.
- Manages multiple projects, team oriented and partners with clients and stakeholders.
- Superb ability to collaborate, prioritize and be flexible with team and clients.
- Impeccable design style that is focused on the integrity and consistency of brand standards.
- Prioritizes relationship-building partnership with clients.

Senior Art Director   Dec 2003 - Dec 2010
T3 (Material +) | Austin, TX
As a client-facing creative lead, partnered with lead copywriter to develop impactful creative and immersive customer experiences. Art directed a team and influenced facets of creative branding, supporting consumer marketing clients for Dell and JCPenney.

- Led the development of ambitious, sophisticated user experiences, and innovative interfaces that helped client reach business goals.
- Researched customer purchasing behaviors in double-blind studies to plan creative strategies which impacted the way customers purchased business computer systems and intern increased annual profits by millions.
- Persuaded and transmuted brand elevating lifestyle and product photography that visually excelled current trends.
- Designed cross-functioning, complex, dynamic marketing systems that successfully attracted thousands of new customers.
- Led highly innovative design and creative solutions through awarded new client proposals.
- Supervised, led and mentored creative teams to surpass both agency and individual goals.

Creative Art Director   Oct 1998 - Dec 2003
ALM Global | Dallas
Directed all print and online editorial design. Participated in new business to expand readership goals,
and advocated brand development across all publications covering Texas lawmakers and shakers.

- Created and supervised a team of designers and production artists in a fast-paced,
  deadline and detail-oriented environment.
- Led with versatility and adaptability on a diverse range of deliverables branding, books,
  editorial newspapers and magazines, print, and digital with the ability to work across multiple
  mediums to adapt to creative needs.
- Hired, led and mentored an art department focused on accountability, enthusiasm and resilience.
- Cultivated team collaboration with editorial, marketing and customer service departments.

VOLUNTEER

Events Committee Member
American Advertising Federation AAF-DC

Volunteering Member
Maryland Federation of Art

SKILLS & TALENTS

Art Direction of Graphic Design Principles and Creative Concepting | Supervisory Leadership and Mentoring.
Brand Visionary and Loyalist | Layout and Design of Digital Advertising and Marketing, Print Design, Editorial
Design, and Direct Mail | Interactive Design through Mobile Apps, Social Media, Email Campaigns, Website
Design, UX and UI Theory and Design | Typography | Color Theory | Quality Control | Photoshoot Direction.
Client Presentations | Visual and Verbal Communication Skills | Organizational and Resource Management,
Professional Development Advocate | Lifelong Emotional Intelligence Stewardship | Award Winning Fine Artist

Desktop Publishing and Design Tools: Adobe Creative Suite including InDesign, Illustrator, Photoshop and
Acrobat. Figma, MS Office Suite, Google Platform, Trello, AI Collaboration.

EDUCATION

Texas Tech University
Bachelor of Fine Art | Design Communication

University of Texas at Austin
Certification | UX and UI Design