

Carlos Singleton Jr

Art Director | Designer

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EXPERIENCE

Senior Marketing Designer 2026–PRESENT
Americaneagle.com – Chicago, IL

- Lead digital marketing design from concept through final delivery across web, social, email, paid media, and campaigns.
- Translate business goals and creative briefs into clear, engaging, conversion-focused visual experiences while maintaining brand consistency and visual quality across digital channels, balancing creativity, usability, and accessibility.
- Leverage AI and emerging tools to streamline ideation and production while protecting brand and client standards.
- Use performance insights and feedback to continuously improve creative effectiveness and design systems.

Art Director 2025–2026
Chappellroberts – Tampa, FL

- Lead integrated brand campaigns across digital, social, motion, and web platforms for regional and national clients.
- Directed creative strategy and visual execution for campaign systems, video series, and brand identity development across multiple industries.
- Collaborated with strategists, writers, developers, and marketing teams to deliver cohesive multi-channel creative experiences.
- Contributed to high-performing campaigns that generated strong engagement, increased awareness, and measurable audience interaction.
- Helped guide junior creatives and collaborated across departments to ensure creative consistency and high-quality execution.

Art Director 2022–2025
Impact Networking (Managed Marketing) – Chicago, IL

- Directed branding, website, trade show, print, digital, and motion design initiatives across multiple B2B and corporate accounts.
- Led cross-functional teams of designers, writers, developers, photographers, and videographers from concept through production.
- Designed and led a full-scale rebrand and website redesign that increased website users by 100%, improved site health scores to 91%, and boosted RFQ page views by 63%.
- Developed integrated digital advertising campaigns that generated high engagement and directly contributed to increased service sales performance.
- Delivered high-performing LinkedIn and Google Ads campaigns that generated qualified commercial real estate leads tied to multiple significant property offers.

Lead Designer 2019–2022
@properties – Chicago, IL

- Produced comprehensive marketing systems including luxury brochures, proposals, advertising campaigns and broker-focused collateral for commercial real estate initiatives.
- Led internal branding and promotional creative across digital, print, and social media channels.
- Designed targeted advertising campaigns that drove qualified lead generation and increased visibility for large commercial property listings, while also leading personal brand rebrands for agents that helped position several among the top 5% brokers in their markets.
- Partnered with brokers and marketing teams to develop high-end visual presentations that strengthened brand positioning and sales efforts.

Art Director/Designer with 8+ years of experience leading integrated brand campaigns, digital experiences, and visual identity systems across agency, tech, and corporate environments. Proven success directing cross-functional creative initiatives across branding, web, motion, ads, and marketing collateral while delivering measurable business impact.

CORE SKILLS

Art Direction • Brand Identity • Creative Strategy • Campaign Development • Digital Marketing • Motion Design • UX/UI Design • Web Design • Advertising • Integrated Campaigns • Social Media • Storytelling • Creative Leadership • Cross-Functional Collaboration • Video Production • Presentation Design

EDUCATION

Carthage College
B.A. Graphic Design

AWARDS

2x Hermes Platinum Award Winner
Silver ADDY Award Recipient
MarCom Platinum Award Winner
MarCom Gold Award Winner

SOFTWARE

Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects, Premiere Pro) • Figma • Sketch • Midjourney • Sora • Adobe Firefly AI • Framer