



JR RAPIER

VISUAL DESIGNER | CREATIVE STRATEGIST **PORTFOLIO**

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PROFESSIONAL SUMMARY

Senior Art Director and creative strategist experienced in developing sophisticated brands, campaigns, and visual experiences across digital, social, print, experiential, and integrated channels. Brings a highly refined visual eye and strong attention to detail, with hands-on experience directing photoshoots, developing visual concepts, and shaping photography, composition, typography, layouts and overall brand expression. Skilled at translating strategy into distinctive creative while building visual systems that keep brands consistent, elevated, and engaging.

CORE EXPERTISE

Art Direction & Visual Concepting | Brand Design & Visual Identity | Photoshoot & Photography Direction | Art Direction for Lifestyle & Product Photography | Visual Storytelling | Integrated Campaigns | Digital & Social Creative | Print & Editorial Design | Environmental & Experiential Design | Typography & Layout | Design Systems & Brand Standards | Creative Concepting | Visual Quality & Attention to Detail | UX/UI | Cross-Functional Collaboration | Creative Production & Workflow | Vendor Management

CREATIVE TOOLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Express | Figma | Canva | Framer | Trello | Microsoft 365 | CMS Platforms | Generative AI Tools

SELECT BRAND EXPERIENCE

ACE Hardware • Alcon • Arizona Jean Company • Best Buy • Dell Computers • U.S. Dept. of Homeland Security • U.S. Dept. of Defense • International Chamber of Commerce • JCPenney • Johns Hopkins • JP Morgan Chase • Microsoft • Mill Creek Residential • Signature Science • Travel Ticker • UPS • USAA

PROFESSIONAL EXPERIENCE

Creative Director | Independent Consultant

The Work/Life Group | Denver, CO - Remote | 2020 – Present

- Lead brand design and creative direction across digital, social, email, print, presentations, sales materials, and experiential communications, maintaining a sophisticated and cohesive visual aesthetic across every touchpoint.
- Built the company's visual identity from the ground up, establishing a refined visual language grounded in balance, intentionality, human-centered design, and attention to detail.

- Direct photography and visual content for marketing and brand communications, shaping creative concepts, composition, styling, imagery, and overall art direction.
- Developed brand guidelines, templates, visual standards, asset libraries, and production workflows that helped teams create polished, consistent creative at scale.
- Concept and execute integrated campaigns and marketing initiatives, translating business objectives into distinctive visual solutions across multiple channels.
- Created scalable marketing and sales tools supporting up to 14 product lines while maintaining a unified, premium brand experience.
- Explore emerging AI-enabled tools for visual exploration and concept development while maintaining a strong point of view, originality, and creative quality.

Board Director & Co-Chair, Events | Volunteer

American Advertising Federation DC | 2024 – 2026

- Established creative direction and visual identity for the 2026 American Advertising Awards DC, creating a distinctive campaign and cohesive visual experience across promotional and event materials.
- Directed photography and visual content used across event promotion, social media, and attendee communications.
- Led event branding and attendee experiences across digital, email, social, environmental, and live touchpoints, maintaining consistency and attention to detail throughout the experience.
- Developed promotional campaigns and visual concepts designed to engage creative professionals and grow participation in the advertising community.
- Collaborated with agency leaders, sponsors, board members, photographers, and creative partners to develop programming and deliver polished public-facing experiences.
- Managed multiple creative initiatives simultaneously across stakeholders, timelines, production requirements, and deliverables.

Art Director Consultant | Government

Signature Science, LLC | DHS /DoD | Austin TX + Arlington, VA | 2014 – 2019

- Led art direction and visual development for government, scientific, national security, and technical communications, bringing clarity, precision, and strong visual standards to complex subject matter.
- Translated complex scientific, forensic, national security, and technical information into compelling visual narratives for senior federal and cross-agency audiences.
- Developed visual concepts, presentations, infographics, branded communications, environmental graphics, and marketing collateral with careful attention to composition, hierarchy, and typography.
- Collaborated with scientists, subject-matter experts, program leaders, photographers, and communications teams to develop accurate, audience-focused creative.
- Led creative development of executive communications supporting senior Pentagon leadership and federal decision makers.
- Developed branded booth environments and visual assets supporting DHS and DoD training and outreach initiatives.

Art Director Consultant | Agency

GSD&M, Wunderman, HCB Health, T3, Razorfish | Austin TX | 2011 – 2014

- Provided art direction and visual design across technology, healthcare, retail, and financial services clients, with a strong focus on visual storytelling and brand expression.
- Developed brand design and integrated digital advertising experiences for Dell, Microsoft, Best Buy, JPMorgan Chase, and USAA.
- Concepted and directed creative across campaigns, product experiences, emerging technologies, and interactive platforms.
- Art directed visual concepts, photography, and digital experiences to create cohesive and engaging brand stories across multiple channels.
- Developed UX/UI systems and healthcare experiences for Alcon and Johns Hopkins, balancing visual sophistication with clarity and usability.
- Collaborated with writers, strategists, developers, producers, photographers, and account teams to translate briefs into polished creative solutions.
- Maintained high standards for typography, composition, imagery, visual hierarchy, and brand consistency throughout the creative process.

Senior Art Director | Agency

T3 | Austin TX | 2003 – 2010

- Led integrated creative for major technology, retail, and consumer brands, combining art direction, visual storytelling, photography, digital design, and campaign development.
- Art directed lifestyle and product photography for Dell Computers, including creative concepts, visual direction, composition, styling, and imagery selection.
- Built flexible visual frameworks that maintained a sophisticated and consistent brand expression across online advertising, email, social media, landing pages, and digital experiences.
- Collaborated with creative and brand teams to translate customer research into visual strategies supporting multimillion-dollar product launches and sales initiatives.
- Directed creative development from concept through production, maintaining close attention to visual detail, craft, photography, composition, and brand standards.
- Developed campaign concepts, creative presentations, design rationale, and visual systems for senior stakeholders and client teams.

EDUCATION

Texas Tech University

Bachelor of Fine Arts | Design Communication

University of Texas at Austin | McCombs School of Business

Certification | UX/UI Design