



JR Rapier | Creative Leader

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PROFESSIONAL SUMMARY

Creative leader and multidisciplinary designer with 20 plus years of experience helping brands connect with people through thoughtful design and meaningful experiences. Throughout my career, I have embraced new industries by learning how customers think, what inspires them, and how design can strengthen the relationship between people, products, and the spaces they inhabit. Experienced across retail, commercial interiors, healthcare, technology, hospitality, and government, I bring curiosity, collaboration, and a passion for creating work that is both beautiful and purposeful.

CORE EXPERTISE

Art Direction | Integrated Marketing Campaigns | Brand Identity | Advertising Design | Digital & Print Design
Social Media Creative | Campaign Concept Development | Typography & Layout | Visual Storytelling
Creative Problem Solving | Cross-functional Collaboration | Presentation Design | Photoshoot & Photography
Direction | Illustration | Brand Guidelines & Visual Identity Design Systems

CREATIVE TOOLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Express | Figma | Canva | Framer
Microsoft 365 | AI Creative Tools | Working Knowledge of After Effects and Premiere Pro

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 | Brand Designer | Consultant

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

- Leads the creative development of integrated marketing campaigns, brand experiences, digital assets, and client-facing communications for a high-end, sustainable furnishings company.
- Partners with principal leadership to define brand strategy, ensuring alignment between business objectives and creative execution
- Designs integrated marketing campaigns across digital, print, environmental, and social channels while maintaining consistent brand standards.
- Creates brand guidelines, presentation materials, templates, and marketing assets that ensure consistent visual communication across teams.

Board Director & Co-Chair, Events | Volunteer

American Advertising Federation DC | 2024 – 2026

- Leads creative direction and execution of the American Advertising Awards DC, a high-visibility industry event celebrating regional creative excellence
- Oversees event branding, campaign development, and attendee experience across digital, environmental, and live touchpoints
- Collaborates with industry leaders and sponsors to shape programming, drive engagement, and elevate innovative practices within the advertising industry
- Designs integrated promotional campaigns across digital, print, email, and event marketing to increase attendance and engagement

Art Director Consultant | Government

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

- Led development of executive-level visual communications for senior Pentagon and federal leadership
- Translated complex national security and scientific topics into clear, compelling visual narratives for senior federal leadership and cross-agency audiences
- Supported national-level programs through strategic branding, marketing collateral and booth design for tradeshow stakeholders
- Designed visual systems, presentations, infographics, and branded communications that simplified highly technical information for executive audiences

Art Director Consultant | Agency

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

- Delivered brand design and integrated digital advertising experiences for national and global clients including Dell, Microsoft, Best Buy, JPMorgan Chase, USAA
- Led rapid-turn creative development across campaigns, product experiences, and emerging technologies including AR platforms for B2C like Ace Hardware
- Designed UX/UI systems and healthcare experiences for organizations including Alcon and Johns Hopkins

Senior Art Director | Agency

T3 (Now Material +) | Austin TX | 2003 – 2010

- Designed intuitive digital experiences that improved customer engagement and supported business growth for JCPenney retail
- Conducted customer research and translated findings into creative strategies that contributed to multimillion-dollar increases in enterprise product sales

- Art directed lifestyle and product photography for Dell Computers that elevated brand perception and strengthened integrated marketing campaigns

2

- Designed cross-functioning, complex, dynamic marketing systems that successfully attracted thousands of new customers
- Developed executive presentations and creative pitch materials to communicate campaign concepts, design rationale, and strategic recommendations
- Led and mentored creative teams to surpass both agency and individual career goals

Art Director | Publishing

ALM Media | Texas Lawyer Publications | Dallas TX | 1998 – 2003

- Created and managed design and production in a fast-paced, deadline-oriented environment
- Led with versatility and adaptability on a diverse range of deliverables including direct mail, print advertisement, books, tabloid newspapers, lifestyle magazines, and online publishing
- Built, led and mentored a lean art department dedicated to design and production
- Cultivated team collaboration with editorial, marketing, advertising sales and customer service departments

Graphic Designer | Corporate

JCPenney Direct Marketing | Plano TX | 1997 – 1998

- Designed print packages, direct mail and brochures
- Collaborated with creative teams on a diverse range of internal communications including event collateral, experiential touchpoints, and digital marketing materials

EDUCATION

Texas Tech University

Bachelor of Fine Arts | Design Communication

University of Texas at Austin | McCombs School of Business

Certification | UX/UI Design