

JR RAPIER

Senior Art Director

Washington, DC | 512-415-5776

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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.

Work Experience

Creative Art Director

Jan 2011 - Present

Freelance | Washington, DC

Go to creative resource and strategic director for clients in healthcare, technology, federal government, retail, 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.
- Builds impactful cross-platform campaigns increasing brand engagement, prioritizes customer satisfaction with business growth agendas.
- Solve problems with solutions that facilitate optimization with client initiatives.
- Balances creative, analytical thinking and decision making to drive business goals.
- Leverages design standards and marketing trends to maximize customer driven experiences.
- Drives collaboration and partnership with clients and stakeholders.
- Able to project manage to successfully execute deliverables.
- Superb ability to prioritize, be flexible and provide guidance to team and client.
- Impeccable design style that is focused on the integrity and consistency of brand standards.
- Utilized resilient communication skills to maintain positive client relationships.
- Hardworking, solve problems efficiently with timely delivery.

Senior Art Director

Dec 2003 - Dec 2010

T3 Agency | Austin, TX

As a client-facing creative lead, partnered with lead copywriter to develop impactful creative and immersive customer experiences. Art directed facets of creative branding, supporting consumer marketing clients for Dell and JCPenney.

- Developed industry-leading user experiences, and innovative interfaces that helped client reach business goals.
- Researched customer purchasing behaviors in double-blind studies to plan creative strategies.
- Spearheaded creative direction from concept to final product for thousands of commercial and enterprise customers across the Americas.

- Art directed brand elevating lifestyle and product photography.
- Designed cross-functioning dynamic marketing systems that successfully attracted thousands of new customers.
- Led highly innovative design and creative solutions through awarded new client proposals.
- Led and mentored creative teams to surpass both agency and individual career goals.

Creative Art Director

Oct 1998 - Dec 2003

ALM Global | Dallas, TX

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 managed design and production in a fast-paced, deadline-oriented environment.
- Led with versatility and adaptability on a diverse range of deliverables branding, editorial newspapers and magazines, print, and digital with the ability to work across multiple mediums to adapt to various creative needs.
- Built, led and mentored a hardworking team dedicated to design and production who grew to be confident, enthusiastic and reliable.
- Cultivated team collaboration with editorial, marketing and customer service departments.

Volunteer Work

Events and Communications Committees member

Present

[American Advertising Federation](#)

Exhibition Committee Member

Present

[Maryland Federation of Art](#)

Core Skills

Visual Marketing Communications, Art Direction, Integrated Campaigns, Team Leader, Brand Identity, Strategic Campaign Development, Print and Digital Design, Website Design, UX and UI Design, Storytelling, Ideation, Conceptual Thinking, Prototyping, Typography, Editorial Publishing, Social Media Advertising, Photoshoot Direction, Adobe Creative Suite, Adobe Photoshop, Illustrator, InDesign, Figma, Microsoft 365, Google Platform, AI Collaboration

Education

Texas Tech University

Bachelor of Fine Art | Design Communication

University of Texas at Austin

Certification | UX and UI Design