

JR RAPIER

ACD/ART DIRECTOR

Mission Advocate Who Builds Brands and Elevates Missions

Washington, D.C. | 512-415-5776 | jr@jrrapierdesign.com | LinkedIn | Portfolio

Intuitive leader with 10+ years of bringing Fortune 500 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.

Key Areas Of Expertise

Creative Imagination, Visual Arts, Data Visualization, Storytelling, Print Design, Interactive Design, Creative Strategy, Concept Development, Corporate Communications, Creative Development, Brand Identity, Logo Design, Ideation, Color Theory, Color Matching, UX Design, UI Design, Typography, Typesetting, Content Management, Editorial layout, Illustration, Scale Drawings, Prototyping, Photoshoot Direction, Web Design, Mobile Applications, Manage Projects, Team Leadership and Development, Client Presentations, Adobe Creative Suite : Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Figma
Working Knowledge of Adobe After Effects and Premiere Pro, CSS and HTML

Creative Highlights

- Achieved **Yahoo's IMVironments Top 5 Spots** and attracted millions of customers by generating immersive online experiences for a brand's new target audience.
- Created and implemented JCPenney's dynamic digital media campaigns and social media initiatives, resulting in the attraction of **1M+ new online shoppers** for the retail giant's top brands.
- Designed a pioneering mobile app that enables parents to detect a rare, life-threatening liver disease in newborns with an **exceptional 89% precision rate** of the mobile technology's capability to diagnose disease.

Professional Experience

Creative Art Director | Freelance | Remote | Jan 2011 - Current

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 structure.

- Works independently with clients to prioritize business objectives by creating collateral that elevates the company's brand and expression.
- Builds impactful cross-platform campaigns increasing brand engagement, with the talent to prioritize user experiences with marketing agendas.
- A problem solver who pitches ideas that empathize with customer needs and optimize client initiatives.
- Balances creative, analytical thinking and decision making to develop impactful creative spanning all media
- Leverages current design standards and marketing trends to elevate customer driven experiences.
- Drives collaboration and partnership with clients and stakeholders. Able to manage project coordination to successfully execute deliverables.
- Superb ability to prioritize, attention to detail and ability to meet deadlines.
- Impeccable design style that is focused on the integrity and consistency of brand standards
- Has an inactive TS/SCI Clearance.



Senior Art Director | T3 | Austin, TX | Dec 2003 - Dec 2010

Directed aspects of creative branding in support of consumer marketing clients for Dell and JCPenney.

- As the client-facing creative lead, partnered with lead copywriter to develop impactful creative and immersive customer experiences.
- Spearheaded creative direction from concept to final product that thousands of commercial and enterprise clients receive across the Americas.
- Developed industry-leading user experiences, and innovative user interfaces that lead to E-commerce.
- Led and mentored creative teams to surpass both agency and individual career goals.
- Researched customer purchasing behaviors in double-blind studies to build creative strategies.

Creative Art Director | ALM Global | Dallas, TX | Oct 1998 - Dec 2003

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.
- Built, led and mentored a creative team dedicated to design and production who created purposeful, mission-critical work.
- 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.
- Cultivated team collaboration with editorial, marketing and customer service departments.

Personal Interests

I enjoy growing my own food, and painting my own art. I have been painting and showing my art for many years now around the globe. I also relish spending time with family and traveling the world. I am native to Texas and have only lived near D.C. for less than a year, however, as I search for the perfect role to expand my design career I spend time showing my artwork with the Maryland Federation of Art in Annapolis. Within the six months I have established residency here I have been invited to show work in three separate art shows.

Education

Bachelor of Fine Art

Design Communication

Texas Tech University, Lubbock, TX

UX and UI Design Certified

University of Texas at Austin, Austin, TX

Portfolio

jrrapierdesign.com



JR RAPIER

Art Director

jr@jrrapierdesign.com

<https://jrrapierdesign.com/>

512-415-5776

Washington, District of Columbia, USA

Intuitive leader with 10+ years of bringing Fortune 500 consumer brand's 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.

Core Skills

Visual Design, Visual Art, Storytelling, Creative Strategy, Conceptual Design, Corporate Communications, Creative Development Brand Identity, Logo Design, Ideation, B2B, B2C, Digital Marketing and Media, Print Media, UX Design, UI Design, Style Guides, Typography, Digital Publishing, Editorial layout, Illustration, Prototyping, Photoshoot Direction, AI Collaboration, Web Design, Mobile Applications, Experiential Marketing, Product Design, Team Leadership and Development, Adobe Creative Suite, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Figma, Trello

Education

Texas Tech University

Bachelor of Fine Art
Design Communication

University of Texas at Austin

Certification UX and UI Design

Work Experience

CD/Art Director

Jan 2011 - Present

Self-Employed | Remote U.S. and France

Go to creative resource and strategic director for clients, including Wunderman Thompson, Drumroll, GSD&M, HCB Health, International Chamber of Commerce, Razorfish, Signature Science, and T3.

- Works independently with clients to prioritize business objectives by creating collateral that elevates the company's brand and expression.
- Builds impactful cross-platform campaigns increasing brand engagement, with the talent to prioritize user experiences with marketing agendas.
- A problem solver who pitches ideas that empower and optimize client initiatives.
- Balances creative, analytical thinking and decision making to develop impactful creative spanning all media
- 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, attention to detail and ability to meet deadlines.
- Impeccable design style that is focused on the integrity and consistency of brand standards.

Senior Art Director

Dec 2003 - Dec 2010

T3 | Austin, TX

Directed aspects of creative branding, supporting consumer marketing clients for Dell and JCPenney

- As the client-facing creative lead, partnered with lead copywriter to develop impactful creative and immersive customer experiences.
- Developed industry-leading user experiences, and innovative user interfaces that lead to E-commerce.
- Researched customer purchasing behaviors in double-blind studies to plan creative strategies.
- Spearheaded creative direction from concept to final product that thousands of commercial and enterprise clients receive across the Americas.

- 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 creative team dedicated to design and production who created purposeful, mission-critical work.
- Cultivated team collaboration with editorial, marketing and customer service departments.

Graphic Designer

Jun 1997 - Oct 1998

JCPenney Direct Marketing | Plano, TX

Designed JCPenney's direct marketing collateral, the division's intranet site serving 5, 000 employees, and special event marketing materials.

- Collaborated with marcom team on internal and external marketing and awareness campaigns with photography, design, and production.
- Developed early career goals through team-building committees, plus interpersonal and communication skills through professional education.