



JR Rapier | Art Director | Integrated Marketing & Brand Design

jr@jrrapierdesign.com | [Portfolio](#) | DFW | 512-415-5776

PROFESSIONAL SUMMARY

Art Director and multidisciplinary designer with 20+ years of experience developing integrated marketing campaigns, brand experiences, digital experiences, and business communications for global, national, and mission-driven organizations. Expert at translating complex ideas into clear, compelling visual stories across digital, print, social, experiential, and presentation formats. Experienced leading projects from concept through execution, collaborating with multidisciplinary teams and stakeholders, mentoring creative talent, and maintaining high standards of craft and brand consistency. Curious, proactive, and fluent in emerging creative technologies, including AI-assisted design and image-generation tools.

CORE EXPERTISE

Art Direction & Creative Direction | Integrated Marketing Campaigns | Concept Development & Visual Storytelling | Brand Identity & Brand Stewardship | Digital & Print Design | Social & Campaign Creative | Presentation Design | Infographics & Information Design | Typography & Layout | UX/UI Design | Experiential & Event Design | Creative Problem Solving | Cross-Functional Collaboration | Creative Team Leadership & Mentorship | Brand Guidelines & Design Systems | AI-Assisted Creative Development

CREATIVE TOOLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Express | Figma | Framer | Microsoft 365
AI Creative & Image-Generation Tools (Adobe Firefly, Google: Gemini, Notebook, Nano Banana)

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 | Fractional Consultant

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

- Lead creative development for integrated marketing campaigns, brand experiences, digital content, social media, presentations, and client-facing communications for a luxury furnishings organization.
- Partner directly with leadership to translate business objectives and brand strategy into compelling creative concepts and cohesive visual experiences.
- Develop campaigns and creative assets across digital, print, environmental, social, and experiential channels.

- Build and maintain brand guidelines, templates, presentation systems, and scalable marketing assets that enable consistent execution across teams.
- Manage projects from initial concept and creative direction through design development, refinement, and final delivery.
- Present creative concepts and design rationale to stakeholders, incorporating feedback while protecting the integrity of the brand and creative solution.

Board Director & Co-Chair, Events | Volunteer American Advertising Federation DC | 2024 – 2026

- Led creative direction for the American Advertising Awards DC, a high-visibility industry event celebrating regional creative excellence.
- Developed event branding, campaign concepts, promotional materials, and attendee experiences across digital, social, print, environmental, and live touchpoints.
- Directed creative execution from concept through production while coordinating stakeholders, sponsors, vendors, and multidisciplinary contributors.
- Created integrated promotional campaigns designed to increase awareness, participation, and engagement.
- Collaborated with advertising, marketing, and creative leaders to develop programming and experiences that elevated the organization and its brand.

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, scientific, and technical subject matter into clear, compelling visual narratives for executive and cross-agency audiences.
- Designed visual systems, presentations, infographics, marketing collateral, exhibits, and branded communications for high-visibility government programs.
- Developed creative solutions that balanced complex information, audience needs, brand requirements, and demanding production timelines.
- Partnered with subject-matter experts, program leaders, and multidisciplinary teams to shape content into accessible and engaging visual communications.
- Maintained exceptional standards of visual craft and consistency across high-stakes communications.

Art Director Consultant | Agency

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

- Developed integrated brand campaigns, digital advertising experiences, content, and visual communications for national and global clients including Dell, Microsoft, Best Buy, JPMorgan Chase, and USAA.
- Led concept development and rapid-turn creative execution across campaigns, product experiences, and emerging technologies.

- Art directed digital experiences and UX/UI systems with a focus on audience needs, usability, and brand consistency.
- Developed creative for emerging technologies, including augmented reality experiences for ACE Hardware.
- Collaborated with strategists, writers, developers, account teams, and clients to translate business objectives into compelling creative solutions.

Senior Art Director | Agency

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

- Led art direction and visual design for integrated digital marketing, retail, advertising, and customer experience initiatives for major national brands.
- Designed intuitive digital experiences for JCPenney that improved customer engagement and supported measurable business growth.
- Conducted customer research and translated insights into creative strategies contributing to multimillion-dollar increases in enterprise product sales.
- Art directed lifestyle and product photography for Dell, elevating brand perception across integrated marketing campaigns.
- Developed complex, scalable marketing systems designed to support high-volume customer acquisition and engagement.
- Created executive presentations and pitch materials that communicated campaign concepts, design rationale, and strategic recommendations.
- Led and mentored creative teams while maintaining high standards for concept, craft, and execution.

EARLIER EXPERIENCE

Art Director | Publishing

ALM Media | Texas Lawyer Publications | Dallas TX

Led design and production across print, editorial, direct marketing, advertising, books, magazines, newspapers, and online publishing while collaborating with editorial, marketing, advertising sales, and customer service teams.

Graphic Designer | Corporate

JCPenney Financial and Insurance Services (Aegon) | Plano TX

Designed direct marketing, print, event, experiential, and internal communications materials in collaboration with corporate creative teams.

EDUCATION

Texas Tech University

Bachelor of Fine Arts | Design Communication

University of Texas at Austin | McCombs School of Business

Certification | UX/UI Design