



JR Rapier | Senior Art Director | Integrated Marketing & Brand Design

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PROFESSIONAL SUMMARY

Senior Art Director and multidisciplinary designer with 20+ years creating integrated marketing campaigns, brand experiences, and customer-focused visual communications across digital, print, social, experiential, and advertising channels. Experienced partnering with cross-functional teams to transform business goals into compelling creative solutions while maintaining brand consistency across campaigns and customer touchpoints. Passionate about crafting thoughtful, high-quality design that connects with customers and strengthens iconic brands.

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 | Brand Guidelines & Visual Identity Design Systems

CREATIVE TOOLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Express | Figma | Canva | Framer
Microsoft 365 | AI Creative 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 | 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 luxury 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

- 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