Art Director

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**Professional Profile**

Creative and detail-focused Art Director with over 6 years of experience delivering high-quality digital and print artwork in a fast-paced e-commerce environment. Skilled in illustration, typography, and visual storytelling, with a strong foundation in hand-drawn art, photography, and product-focused design. Adept at managing production-ready artwork across multiple mediums, including laser engraving, sandblasting, and full-color printing. Proven ability to streamline workflows, lead collaborative design efforts, and bring artistic concepts to life across platforms.

**Areas of Expertise**

* 2D & 3D Custom Artwork Design
* Visual Storytelling & Concept Development
* Art Direction & Team Leadership
* Fabrication Communication & Artist Collaboration
* Brand-Aligned Environmental Design
* Digital Illustration & Typography
* Cross-Departmental Creative Execution
* Hospitality, Corporate, and Product-Based Design

**Skills Overview**

* **Design Tools:**  Creative Cloud (Adobe Illustrator, Photoshop, Lightroom)
* **Creative Process:** Concept to production-ready design; layout, hand sketching, mockups, illustrations, photography, digital art, and prep for engraving/print
* **Communication:** Client-facing project updates, collaborative feedback
* **Remote Collaboration:** Proficient in managing distributed creative workflows and communication

**Project Impacts**

* Directed a team of 8 in producing over 1,000+ custom art pieces annually with a 98% on-time delivery rate.
* Developed narrative-rich award and recognition designs for high-profile events (e.g., Kodak Awards).
* Reduced production errors by 30% through the implementation of QC protocols for artwork proofing.
* Delivered production-ready visuals for engraving, sandblasting, and color print across hundreds of product types.
* Strengthened cross-department alignment between design, production, marketing, and customer service.
* Supported e-commerce storytelling through custom visuals and edited product photography.
* Proof read and prepared 250+ orders/month, ensuring color accuracy, typography consistency, and alignment with brand and client specifications.

**Work History**

*Art Director*

Crystal Plus – Montclair, CA

2021 – 2025

* Oversaw large-scale, high-volume creative output and managed team workflows.
* Led original illustration, typography, and layout development for personalized and event-based art products.
* Directed interdepartmental communication to maintain cohesive brand-aligned outputs.
* Developed visual specs and collaborated with production/fabrication teams to ensure quality execution.

*Graphic Designer*

Crystal Plus – Montclair, CA

2019 – 2021

* Created production-ready files for engraving, sandblast, and color imprint, optimizing designs for material and print-specific specifications.
* Supported hand illustration enhancements and layout design across multiple materials.
* Created visual assets for web and email marketing content.

**Education**

Bachelor of Science – Media Arts & Animation

Art Institute of California – Inland Empire

**References**

Available upon request