



CONTACT ME

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SKILLS

Creative Direction

Concept Development • Art Direction • Integrated Campaigns • Brand Systems • Visual Storytelling • Campaign Development • Creative Strategy • Presentation & Pitch Development

Design

Typography • Composition • Color • Image Curation • Branding • Environmental Design • OOH • Digital Design • Social • Motion • Print

Digital

UI/UX • Web Design • Figma • Prototyping • Responsive Design

Production

Print Production • Prepress • Prototyping • Retouching • Production Specifications • File Preparation • Quality Assurance

Tools

Adobe Creative Cloud • Figma • AI-Assisted Creative Tools

EDUCATION

BFA Visual Communications

University of Texas at Arlington

AWARDS

AAF Ft. Worth Gold Award

AAF Ft. Worth Special Judge Recognition

AICC Packaging Design Competition

ICPF's Presentation Competition

MARIA NINO

Art Director/Designer

EXPERIENCE

ART DIRECTOR

TPN/FLYWHEEL | 2024-CURRENT

- Lead concept development, art direction, and design execution for 4,500+ Bank of America financial centers nationwide, developing integrated campaigns across brand, OOH, environmental, digital, social, motion, and physical experiences from initial territory exploration through production-ready files.
- Translate strategy and creative briefs into distinctive, presentation-ready visual concepts, developing multiple creative territories and refining the strongest ideas through typography, composition, color, imagery, visual hierarchy, and medium-specific design decisions.
- Develop creative for quarterly campaigns, limited-time promotions, and large-scale brand partnerships and events, including the Boston Marathon and FIFA World Cup, extending campaign concepts across channels while maintaining a cohesive visual system and brand experience.
- Collaborate with copywriters, designers, photographers, retouchers, animators, illustrators, and production teams, providing visual direction, references, feedback, and production guidance to ensure creative intent carries through to final execution.
- Curate and develop imagery for campaign work, partnering with photographers and retouchers to select, refine, and produce visual assets that support the concept, tone, composition, and overall creative direction.
- Develop scalable visual systems and creative solutions that maintain consistency across formats, environments, audiences, and touchpoints, adapting brand standards thoughtfully to the needs of each medium.

- Oversee creative production from concept through final delivery, including print production, prototyping, file preparation, specifications, and quality assurance, ensuring concepts translate accurately into physical and digital applications.
- Manage multiple concurrent campaigns and fast-turn executions while balancing conceptual ambition, craft, production feasibility, brand standards, and business objectives.
- Mentor creative partners and junior designers through clear visual direction and actionable feedback, helping strengthen both conceptual thinking and

GRAPHIC DESIGNER

ZEN MEDIA | 2020-2024

- Developed integrated brand campaigns, visual identities, websites, digital experiences, social content, and marketing materials for clients across diverse industries, translating strategic objectives into cohesive and compelling visual solutions.
- Led creative strategy and design development for key accounts, taking projects from concept exploration and presentation through design development and final execution.
- Partnered directly with clients, account teams, and cross-functional creative teams to understand objectives, present creative thinking, incorporate feedback, and guide projects toward effective solutions.
- Developed a contemporary brand identity and digital presence for the agency, including website experiences, social media, and branded communications.

- Designed digital marketing initiatives including email campaigns, landing pages, online advertising, and web experiences, with an advanced understanding of prototyping, UI/UX, and development requirements.
- Directed and mentored design interns, providing actionable creative feedback and helping strengthen both conceptual thinking and execution.
- Managed multiple projects across competing timelines while maintaining creative quality, strategic alignment, and attention to detail.

GRAPHIC DESIGN INTERN

ZEN MEDIA | SPRING 2020

- Developed graphic assets, branding, print collateral, and digital materials for diverse clients while adhering to established brand guidelines and project objectives.
- Contributed to visual concept development, client presentations, and creative pitches under the direction of senior designers.
- Participated in design critiques and cross-functional brainstorming sessions, incorporating feedback to refine concepts and strengthen final creative execution.