



ANDREWAYAD.COM
 ME@ANDREWAYAD.COM
 908.397.7086

CREDERA

Sr. Art Director
 AUG '21- MAY '24

Spearheaded and collaborated with a variety of cross-functional teams to serve external clients and internal brand partners, while overseeing teams responsible for executing creative, concepts, and visual design, to achieve the objectives and goals.

Applied and maintained consistency with art and design direction across all brand products, platforms, and campaigns.

Supported in talent acquisition and mentoring junior designers to continually improve processes and to position team for growth. Additionally ensured cross-channel alignment between creative and UI/UX teams.

TRELLANCE

Creative Manager
 JUL '20- Aug '21

Developed and established the visual identity and brand design system. Directed creative campaigns and user experience projects aligned with market strategies, covering messaging, emails, events, web, and video. Oversaw a team of designers, developers, and agency partners for marketing projects. Maintained close collaboration with stakeholders to ensure brand alignment

KOBIE MARKETING

Sr. Art Director
 MAR '19 - OCT '19

Led concept to execution of various pitches while supporting creative direction and production for many key profit generating clients. Guided and mentored junior team creatives to reach their goals for specific loyalty retail, travel, financial institution accounts. Responsible for assisting Creative Director in reviewing team KPIs and creating onboarding processes

VERIZON

Lead Designer
 MAR '17 - MAR '19

Collaborated with a diverse team to strategize, design, and build for Verizon's rewards app: Verizon Up. Responsible for design of in-app experience, marketing landing pages and marketing assets including video for 360-campaigns. Oversaw junior designers' work flow and overseeing production.

VARIOUS ROLES

In-House/ External Agencies

JAN '08 - FEB '19

Clients Included



[VIEW FULL EXP](#)

EDUCATION

Kean University, Union, NJ
 2008 BFA Graphic Design, Visual Communications

KNOWLEDGEBASE & SKILLS

Creative and Art Direction for print and web. Brand and design strategy, illustration, social media marketing, photography, videography, casting and retouching.

Adobe Creative Cloud Suite, MS Office, Figma, Sketch, Google Workspace, HTML/CSS proficiency, DSLR Camera.

Above exceptional time management, organization, managerial, collaboration, and communication skills.

[VIEW RECOMMENDATIONS](#)