



ANDREW AYAD.COM
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CREDERA

Sr. Art Director
 AUG '21- MAY '24

Drove innovative concepts and brainstorm sessions, with a variety of cross-functional teams, in collaboration, to serve and present to 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 brand-narrative consistency using story-telling, creative art and design direction across all brand products, platforms, and campaigns.

Supported in talent acquisition and managing junior designers to continually improve processes, while mentoring, to position team for passionate growth. Directed the tracking of multiple parallel deadlines with rigorous detail with creative production and brand streams. Additionally ensured cross-channel alignment between Creative and UI/UX teams, while executing on strategic growth for the agency and its partners.

TRELLANCE

Creative Manager
 JUL '20- Aug '21

Developed and established the visual identity and brand design system using rationale, market research, while translating the firm through a Identity Rebrand.

Directed creative cohesive campaigns and user experience projects aligned with market strategies, covering messaging, emails, events, web, and video.

Oversaw and mentored a team of designers, developers, and agency partners for marketing projects while guiding strategic initiatives, fostering innovation, and providing support to a motivated and skilled team, helping them build their career paths. Maintained close collaboration with stakeholders, vendors, and team members 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, budgets, and creating on-boarding 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, and experience activations. Oversaw junior designers' work flow and overseeing production.

VARIOUS ROLES

In-House/ External Agencies

JAN '08 - FEB '19

Clients Included



LINKEDIN

RECOMMENDATIONS

EDUCATION

Kean University,
 Union, NJ

2008 BFA Graphic Design,
 Visual Communications

KNOWLEDGE BASE & SKILLS

15+ years of experience in an integrated brand creative agency.

Creative and Art Direction for print and web. Brand and design strategy, illustration, social media marketing, photography, videography, casting, mood-boarding, brainstorming, concepting, sketching, and retouching, within a fast-paced environment. Fluent with producing performance-focused social ads and media channels.

Expert within Adobe Creative Cloud Suite, MS Office, Figma, Sketch, Google Workspace, DSLR cameras. Working knowledge of Ai platform-systems Midjourney, Adobe Firefly, and various content-creation tools. Above exceptional project / time management, organization, managerial, and communication skills.