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LINKEDIN

RECOMMENDATIONS

CREDERA

Sr. Art Director

AUG 2021-
MAY 2024

Managed and mentored a team of 5 team members by introducing structured weekly design critiques and personalized development plans, resulting in a 28% improvement in design quality scores across client feedback surveys. Applied and maintained brand-narrative consistency through storytelling, creative direction, and design across all products, platforms, and campaigns. Increased brand recognition by 35% year-over-year based on customer surveys and digital engagement metrics. Helped boost campaign performance by 25% through cohesive design and messaging across web, email, social, and in-store touchpoints. Contributed to a 15% rise in customer retention by reinforcing a unified brand experience throughout the customer journey.

Supported talent acquisition by helping source and evaluate design candidates, while implementing team workflows that supported faster ramp-up time and creative productivity. Created efficiencies with on-boarding and implemented new product management tools to boost productivity, while mentoring junior designers through regular feedback sessions. Led cross-functional planning sessions to align Creative and UI/UX outputs, directly contributing to more consistent brand experiences and long-term agency growth strategies.

TRELLANCE

Creative Manager

JULY 2020 -
AUG 2021

Created a new visual identity and brand design system based on market research and clear design decisions to rebrand the firm's identity. This update covered messaging, emails, events, website, video, and social media content. Led the rebrand that increased website traffic by 40% within six months. Improved email open rates by 25% through refreshed messaging and design. Boosted social media engagement by 20% following the roll-out of the new brand assets.

Implemented weekly design sprints that brought together by leading my team of designers, developers, and partners to rapidly brainstorm and prototype ideas. This approach shortened the concept-to-approval cycle by 35%, enabling faster client feedback and project delivery. Supported team growth through career development planning and hands-on guidance. Maintained close collaboration with stakeholders, vendors, and team members to ensure brand alignment.

KOBIE MARKETING

Sr. Art Director

MAR 2019 -
OCT 2019

Led concept-to-execution for high-profile client pitches, supporting creative direction and production for key revenue-generating accounts. Mentored junior creatives to meet specific goals; such as launching a loyalty program campaign that increased customer engagement by 30%, developing a retail travel campaign that boosted client conversions by 20%, and producing targeted financial content that enhanced user retention. Collaborated with the Creative Director to review team KPIs and budgets, ensuring alignment with project goals and overall agency profitability.

VERIZON

Lead Designer

MAR 2017 -
MAR 2019

Collaborated with a cross-functional team to strategize, design, and launch Verizon's rewards app, Verizon Up. Led design efforts for the in-app experience, marketing landing pages, and 360-campaign assets including video and experiential activations. Oversaw junior designers and managed production workflows. Helped drive the app to 12 million new subscribers in its first year through user-centered design and engaging content. Contributed to a 20% increase in campaign engagement by developing aligned visual design system(s) across digital and physical touchpoints. Improved team efficiency by streamlining design handoff processes, reducing production time by 30% across marketing deliverables.

CREATIVE / ART DIRECTOR ROLES

In-House/ External
Agencies

JAN 2008 - FEB 2019

Clients Included

Nestlé, Novo Nordisk, Outback, UPS, Carrabba's, United Healthcare

EDUCATION

Kean University, Union, NJ

2008 BFA Graphic Design, Visual Communications

KNOWLEDGE BASE & SKILLS

15+ years of leadership and managerial 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, conceiving, sketching, and retouching, within a fast-paced environment.

Industries experienced in [but not limited to]: tech, healthcare, luxury, lifestyle, real estate, travel, and more.

Extremely proficient in crafting targeted ad content tailored to specific social media channels.

Expert within Adobe Creative Cloud Suite, MS Office, Figma, Sketch, Project management systems.

Proficient within Ai systems Midjourney, VEO, Adobe Firefly, and various content-creation tools.