**TAYLOR ALDRIDGE**

CREATIVE DIRECTION | UI /UX | GRAPHIC DESIGN | BRANDING | PACKAGING

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## PROFESSIONAL SUMMARY

Creative professional with 15+ years of in-house and agency expertise in creative strategy, integrated marketing, conceptual development, brand building, team leadership, design strategy, interaction and interface design, user experience, art direction, and social media.

My core strengths are crafting experience strategies, navigating the entire spectrum from UX to UI discovery and implementation, orchestrating integrated campaigns, and providing visionary leadership to creative teams. I have a clear track record of continual creative improvement, actively contributing to a culture of innovation, inclusion, excellence, and accountability. My professional journey spans both B2B and B2C models. I’m proud to have led, managed, and mentored cross-functional teams of diverse personalities in deadline-driven environments to achieve successful outcomes.

WORK EXPERIENCE

SENIOR DIGITAL ART DIRECTOR | Riester Advertising Agency | Remote | Phoenix, AZ | 06, 2022 – Present

Lead a multi-disciplinary team for a leading advertising agency offering end-to-end solutions, from concept creation to execution.

### Oversee the creative direction of high-profile projects and cutting-edge digital concepts, staying abreast of emerging trends and technologies while pushing the boundaries of digital artistry to deliver award-winning campaigns

### Develop compelling and impactful digital assets, consistently exceeding client expectations and industry benchmarks

### Manage and mentor a team of designers, fostering a culture of creativity, excellence, and professional growth while maintaining a cohesive and motivated team dynamic

### Establish strong client relationships through effective communication, presentations, and a deep understanding of their brand identity and marketing goals

### Direct a cross-functional team in translating brand objectives into visually captivating digital experiences, ensuring seamless integration of design elements across various platforms and increased brand engagement and market visibility.

*Key Achievements:*

* Designed a presentation pivotal in securing a **$200M project** for a leading construction company, showcasing innovative visual concepts and strategic messaging
* Spearheaded branding and web design initiatives for The Avalanche Sale, a subsidiary of **Ski Pro**, crafting a captivating online presence that amplified brand identity and significantly boosted user engagement
* Received industry recognition for innovative design solutions, including a **Award in Digital Advertising** at the Addy Awards

## DESIGN DIRECTOR | Rarebreed Design | Remote | Phoenix, AZ | 07, 2015 – 06, 2022

Direct creative marketing strategies for an all-remote bespoke design agency.

### Spearhead the development of innovative design concepts and campaigns, leveraging remote capabilities to drive creativity, adaptability and efficiency

### Craft impactful visual identities and campaigns that resonate within the markets of diverse client industries

### Provide creative leadership in high-stakes business development endeavors, fostering relationships with both new and existing clients

*Key achievements:*

### Engineered a transformative rebranding strategy for a local medium coffee roaster, propelling their market presence from a mere 8% to an impressive **90% brand awareness within three years**. The strategic repositioning facilitated their resilience during the challenges of the COVID era, ensuring sustained success through an expanded retail footprint.

### Catalyzed the evolution of Boat Bling into Bling Sauce, strategically realigning their brand for expansive growth across lateral markets. This strategic pivot enabled penetration into diverse sectors such as RV, automotive, and sports utility markets, establishing a national footprint in renowned retailers like Cabela’s, Bass Pro, Auto Zone, and numerous other retailers.

## CREATIVE DIRECTOR | 10up | Remote | Phoenix, AZ | 03, 2014 – 07, 2015

Lead the creative department and cross-functional teams for a digital agency specializing in creating tailor-made, innovative solutions for clients ranging from startups to Fortune 500 companies.

* Pioneer the creative vision as the inaugural Creative Director at 10up.com, establishing and leading a high-performing team to deliver elevated design solutions
* Define and implement a comprehensive creative strategy, aligning design initiatives with business objectives
* Cultivate a culture of creativity and excellence within the organization, fostering cross-functional collaboration and nurturing talent to produce cutting-edge designs, positioning 10up.com as a frontrunner in the digital design landscape

*Key Achievements:*

### Spearheaded the personalized design of a multi-site WordPress parent module suite, adopted by prominent webzines in LA, Orange County, Atlanta, and Cincinnati.

### Directed the creative vision for **UBER's global blog**, orchestrating a seamless and engaging user interface that transcended cultural boundaries. The design amplified the brand's international presence while creating a cohesive and compelling user experience.

### Crafted and designed **Oprah's Book-of-the-Month microsite**, delivering an immersive and intuitive platform that captivated audiences. The meticulous design approach enriched the user journey, elevating the brand's literary offerings within the digital realm.

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## DIRECTOR OF UI/UX DESIGN | Brainstorm Media | Remote | Phoenix, AZ | 05, 2012 – 03, 2014

Co-launch a bespoke creative consultancy specializing in web design and brand creation, offering personalized solutions for businesses seeking unique and impactful digital identities. The agency’s exceptional work and client-centric approach led to its acquisition by 10up in 2014.

### Shape the company's artistic direction and strategy, resulting in impactful design solutions that seamlessly align with client objectives

### Led a talented team in conceptualizing and executing innovative design concepts, specializing in web design and brand creation, establishing Brainstorm Media as a go-to consultancy for unique and compelling digital identities across various industries

### Drive business development initiatives, fostering strong client relationships and spearheading creative pitches that secured new projects while maintaining a hands-on approach to deliver high-quality, tailor-made innovative solutions

## CREATIVE DIRECTOR | Services Group of America | In-House | Seattle, WA | 04, 2001 – 05, 2012

Orchestrate and guide the creative vision for a major US foodservice distributor, logistics, technology, and real estate company.

### Provide visionary leadership in elevating brand recognition and consumer engagement, contributing significantly to the company’s growth and market leadership

### Direct a dynamic in-house team, fostering a culture of innovation and excellence while ensuring consistent alignment with the company’s core objectives

### Develop and implement creative guidelines and standards, driving the alignment of brand identities, visual storytelling, and marketing efforts across multiple subsidiaries, significantly enhancing the company's overall brand equity and market presence

**VOLUNTEER WORK**

**Volunteer Brand Designer | Free Burma Rangers | Thailand | June 2011**

Developed comprehensive branding strategies for mobile medical tents and wearables, crafting impactful designs for doctors, graduates, and support staff. Produced engaging presentation materials crucial for fundraising efforts, aligning visuals with the organization's Medical Civil Rights and Social Action mission in Thailand.

**Volunteer Speaker | WordCamp Regional WordPress Conference | Phoenix | March 2014**

Delivered an engaging talk on the significance of design strategy in facilitating cohesive decision-making for teams and clients. Explored methods to avoid arbitrary design alterations and decisions, empowering attendees with insights crucial for effective design processes within the WordPress community.

**Volunteer Speaker | WordCamp USA National WordPress Conference | San Francisco | November 2014**

Presented an enlightening session on effectively tracking design time, emphasizing meaningful approaches. Provided attendees with practical insights and strategies to streamline and optimize design time tracking within the context of WordPress development.

**CERTIFICATES**

Foundations of User Experience (UX) Design | Google
Mobile Experience | Google