

# TAYLOR ALDRIDGE

*Executive Team Leader | Visual Communicator*

Award-winning creative leader with 15 years of diverse experience in digital and visual design, user experience, and brand development.

Known for orchestrating transformative 6-figure projects, delivering exceptional design solutions that drive business success.

Over 10 years leading cross-functional teams and collaborating with stakeholders to elevate brand presence and achieve strategic objectives.

## CONTACT

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## EDUCATION

**Bachelor of Fine Arts**  
Evangel University  
Creative Arts  
Intercultural Studies

## RECENT AWARDS

**GOLD ADDY:** Web Design  
Arizona, Feb. 2024

**BRONZE ADDY:** Logo  
Arizona, Feb. 2024

## CERTIFICATIONS

Foundations of UX Design  
Google, 2024

Mobile UX Experience  
IBM, 2024

## EXPERIENCE

### Senior Digital Art Director

RIESTER Advertising Agency 2022 – 2024

- Steer creative team and digital projects at a top advertising agency.
- Industry awards, including **2024 ADDY's Gold for Web Design and Bronze for Graphic Design.**
- Produce top-tier interactive designs adhering to ADA Guidelines, informed by detailed user research. Collaborate with content strategists, writers, and SEO experts, leading to a **35% rise in client revenue.**
- Designed and delivered winning RFP presentations, including a major public parks contractor's acquisition of a **\$250M parks project.**
- Improve user interaction and workflow efficiency with detailed prompt writing **AI emerging technologies** including Midjourney, Leonardo, ChatGPT, DALL-E, and Firefly.

## LEADERSHIP & TEAM DEVELOPMENT

Creative / Art Direction  
 Designer Mentoring  
 Company Growth  
 Team Cultivation  
 P&L / Budgeting  
 Cross-Functional Collaboration

## TEAMWORK

### *Strengths Finder*

Strategic  
 Adaptability  
 Connectedness  
 Activator  
 Individualization

### *Myers Briggs*

ENTP "The Visionary"  
 71% Extroverted  
 60% Intuitive  
 66% Thinking  
 65% Perceiving

## SKILLS

### *Strategy & Planning*

Brand Management  
 Design Strategy  
 Process and Systems Development  
 Strategic Planning  
 Concept Development

### *Creative & Technical Expertise*

UX / UI Design  
 Branding  
 User Research  
 Interaction Design  
 CPG / Packaging  
 Typography  
 Photography

### *Client & Vendor Relations*

Pitch Decks / RFPs  
 Vendor Management

# TAYLOR ALDRIDGE

## Owner + Creative Director

Rarebreed Design 2015 – 2022

- Led user research and branding initiatives while optimizing design and marketing efforts, leading to a **50% improvement in customer retention** and a **17% rise in overall sales** within six months.
- Developed visual identities, brand design, CPG and social media campaigns for Bling Sauce, **growing business from \$500K to \$6M** with major retailers including Amazon, Walmart, Bass Pro, Scheels, Auto Zone, O'Reilly's and Kroger.
- Directed a rebranding strategy for Cult Artisan Beverage, **driving sales to \$12M** and expanding presence in grocery stores, convenience stores, and over 40 hospitality venues. Successfully replaced a major CPG brand in Kroger, **achieving a 310% sales boost upon launch.**

## Creative Director

10up.com 2014 – 2015

- Established and cultivated a **team of 12** UX strategists, designers, and front-end developers, driving the development of elevated design solutions, **usability testing, A/B Testing**, and aligning initiatives with strategic business objectives.
- Composed comprehensive UX/UI enhancements in partnership with cross-functional teams, **elevating user engagement by 30%** for elite clients such as **TED, 9to5Mac, and Uber** at the premier WordPress digital agency in the US.
- Responsible for hiring, mentoring, quality control, design systems, analytics, and design output to ensure exceptional customer satisfaction throughout project life cycles.

## SOFTWARE

### *Design & Creative Tools*

Adobe Creative Suite  
Acrobat  
Illustrator  
Photoshop  
InDesign

### *UI/UX & Prototyping*

Figma / FigJam  
Adobe XD  
Wireframing  
User Flow Mapping  
Usability Testing Tools

### *AI & Emerging Technologies*

Midjourney  
ChatGPT  
GORK  
DALL-E  
Firefly  
Remini

### *Project & Digital Management*

(DAM) Digital Asset Management  
Jira  
Trello  
Basecamp  
Aqua

# TAYLOR ALDRIDGE

## Director of UI/UX Design

Brainstorm Media

2012 – 2014

- Created customer research-based social media ads, animations, point-of-sale materials, product placements, and video content to boost brand visibility.
- Developed the website for the collaborative project between the California Attorney General and University of California, Irvine School of Law, aiding homeowners in loan modifications and foreclosure situations.

## Creative Director

Services Group of America

2006 – 2012

- Revolutionized FSA's commodity food labels, improving tier distinction and pricing precision; increasing revenue by 18%, resulting in **millions of dollars in annual revenue.**
- Spearheaded a high-performing team of 10, driving a **27% increase in productivity** by promoting a culture of innovation and aligning projects with strategic company goals.
- Established and maintained creative guidelines and standards, ensuring cohesive brand identities and visual storytelling; **increased brand recognition by 49% and boosted marketing ROI by 22% across five subsidiaries.**