

Gregory Morris

Graphic Designer

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Art director with 14 years across agency and in-house leadership, building brand systems and campaigns for consumer tech, hospitality, and DTC. Hire and lead design teams, set creative direction with copy and strategy partners, and present work to founders and CMOs.

PROFESSIONAL EXPERIENCE

Art Director, Wending Field Studio, Brooklyn, NY | 2020 to Present

2020 – Present

- Set creative direction for a 9-person design and motion team across brand, campaign, and product marketing work.
- Led the global rebrand of a hospitality group across 22 properties, including identity, signage, menus, and digital, delivered in 11 months.
- Grew studio revenue from roughly \$2.1M to \$6.4M by repositioning the agency around brand systems instead of one-off projects.
- Hired six designers and two producers, and rewrote the studio's portfolio review and crit process.
- Present concept work directly to client founders and marketing leads; closed nine of the last twelve pitches.

Associate Creative Director, Halcyon & Bourne, Jersey City, NJ | 2017 to 2020

2017 – 2020

- Co-led a 14-person creative team on a consumer tech account billing roughly \$3M annually.
- Directed the launch campaign for a connected-home product line that hit 230% of its pre-order target.
- Set art direction for two national broadcast spots, including casting and on-set creative review.
- Partnered with the strategy lead on annual brand planning for three retained clients.
- Established the agency's first design system practice, including a hiring plan and tooling standards.

Senior Designer, Inkwell & Ash, Philadelphia, PA | 2014 to 2017

2014 – 2017

- Led brand and packaging work for early-stage DTC clients in beverage, beauty, and home goods.
- Designed identity and packaging for a craft soda brand that landed in 400+ specialty retailers within 18 months.
- Mentored three junior designers and ran the weekly internal critique.
- Built and maintained type and grid standards used across the studio's case studies and pitch decks.

Designer, Marsh & Lantern, Philadelphia, PA | 2011 to 2014

2011 – 2014

- Designed editorial, identity, and event collateral for arts and cultural clients including a regional theater company.
- Owned production and pre-press for the studio's full print output across roughly 30 projects per year.
- Collaborated with illustrators and photographers on commissioned assets.
- Helped pitch and win the studio's first museum client.

EDUCATION

- BFA, Graphic Design, Tyler School of Art (Temple University), 2011
- AIGA member, 2013-Present

KEY SKILLS

- Creative direction across brand, campaign, and motion
- Brand strategy and identity systems
- New business pitching
- Packaging, environmental, and editorial
- Studio P&L awareness
- Team hiring and management
- Client presentation at founder/CMO level
- Design ops and tooling (Figma, Notion, Frame.io)
- Broadcast and photo direction
- Mentorship and crit facilitation