



PRIYA RAMASWAMY

Creative Director

Creative Director with 11 years across consumer brand, retail, and tech storytelling. Lead cross-functional teams of designers, copywriters, and producers from concept through launch. Strongest on brand systems, integrated campaigns, and pitching work that wins room buy-in.

CONTACT INFORMATION

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KEY SKILLS

- Brand identity systems and visual language development
- Integrated campaign direction across digital, OOH, print, and broadcast
- Creative team leadership and mentorship (15+ direct and indirect reports)
- New business pitching and client presentation
- Art direction and copy review
- Concept development and creative strategy
- Production oversight for photo, video, and motion shoots
- Cross-functional collaboration with strategy, account, and engineering
- Creative operations and review cadence design
- Adobe Creative Suite, Figma, and Keynote
- DTC, retail, and consumer tech brand experience
- Budget and resource planning for \$500K-\$5M engagements

PROFESSIONAL EXPERIENCE

2020 - Present

Creative Director | Northvine Studio, Portland, OR

- Lead a team of 14 (art directors, copy, motion, production) across 6-8 active brand and campaign engagements at any given time.
- Rebuilt the agency's brand identity practice; new positioning and case studies contributed to \$4.2M in new business in 2023.
- Directed an integrated launch campaign for a DTC haircare client that lifted aided brand awareness by roughly a third in target markets.
- Set the creative review cadence (concept, mid, final) and killed projects early when the strategy was not landing, saving an estimated 200+ wasted hours per quarter.
- Partner directly with the head of strategy on pitches; close rate on new business pitches improved noticeably year over year.

2017 - 2020

Associate Creative Director | Halverson & Park, Portland, OR

- Ran creative on a regional grocery chain's rebrand, including in-store, OOH, and digital; rolled out across 86 stores.
- Mentored 4 mid-level designers; two were promoted to senior within 18 months.
- Co-led a pro bono campaign for a homelessness nonprofit that earned a regional ADDY and unsolicited press.
- Pushed the agency to adopt a lighter wireframe-to-comp handoff with engineering, cutting client revision rounds from an average of 5 to 3.

2014 - 2017

Senior Art Director | Tidewater Creative, Seattle, WA

- Art directed seasonal campaigns for two retail clients with combined media budgets near \$9M.
- Built the agency's first motion design capability with one hire and a templated After Effects pipeline.
- Shipped a packaging refresh for a regional coffee brand that the client credited with a sales lift in specialty grocery.

EDUCATION

BFA, Graphic Design, Pacific Northwest College of Art, 2013

Cannes Lions Creative Leadership Program, 2022

