



Kaley Ramirez

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Portfolio available at kaleyramirez.com · US-Based (Texas), UTC -6

Profile

Highly proactive and detail-oriented creative leader with unrivaled organization skills and 15 years of B2B and B2C experience building brands from the ground up.

Proficient in delivering creative and marketing projects that are on brand, on time, and on budget — with a well-executed design.

Skills

Creative Direction, Art Direction, Project Management, Design Ops

Brand Positioning, Visual Identity Strategy & Positioning, Brand Management, Brand Storytelling, Rebranding, Design Systems

Advertising, Digital Media, Motion Graphics, Front-End Web Design, Website Management, Direct Mail, Email, Environmental Design

Software

Adobe Creative Cloud (Illustrator, After Effects, Photoshop, InDesign, Premiere, XD), Figma, Synthesia, Lumen5, Canva

Microsoft 365 (Excel, Word, PowerPoint, Project, SharePoint, Teams) and G-Suite

Jira/Confluence, ServiceNow, Asana, Trello, Basecamp, Slack, Salesforce/Pardot

Education

BFA, Graphic Design

BFA, Painting

Savannah College of Art & Design

Professional Experience

Creative Services Manager/Design Ops · Welocalize, 2022-2023

Remote

- Responsible for global creative direction across a multi-brand, multilingual portfolio: **Welocalize**, **Adapt Worldwide**, **Welocalize Life Sciences**, **Park IP Translations**, and **NLG**.
- Championed brand consistency across all business units through the creation of an operationally efficient design system, design specs, standards, libraries, toolkits, and enablement processes
- Reduced external freelance costs by establishing technology and process efficiencies as well as real-time resource dashboards.
- Managed creative team day-to-day: creative briefs, project QA, design execution, training, traffic, scheduling, and resource needs.
- Accountable for internal creative team and external freelancers, including hiring, performance, growth, operations, and long-term strategy.

Creative Director · Freelance, 2021-Present

Remote

- Provided ad-hoc design services for client deliverables, including creative conceptualization documentation for junior designers, presentation templates, architectural schematic renderings, and RFP response templates.
- Consulted on platform-specific messaging strategies and sales strategies.

Graphic Design Manager · Corgan, 2017-2021

Dallas, Texas (hybrid)

- Drove development of a fully new brand as a project manager and key stakeholder. Owned brand education, training, implementation, creative operations, and adoption efforts for 600+ employees over a 9-month timeframe.
- Led creative direction of the firm's first long-term digital marketing campaign across digital media, video and motion graphics, UI/UX, and print arenas.
- Responsible for global brand management alongside creative strategy, execution, and team process for creative deliverables.

Senior Graphic Designer · Corgan, 2016-2017

Dallas, Texas

- Introduced and grew environmental branding as a first-time revenue stream for the agency; led the initiative with clients and led internal education with leadership across 6 market sectors over 18 months. Initiative resulted in proved feasibility, C-Suite buy-in, a trajectory for growth, and ultimately a profitable department.
- Worked with clients to produce construction-ready interior branding in aviation, healthcare, K-12 and higher education, corporate interior architecture, and technology industries.



Graphic Designer · Corgan, 2013-2016

Dallas, Texas

- Led the firm through strategy, design, implementation, and execution for a global brand refresh.
- Reinvented how the creative team integrates with the marketing team by providing education, coaching, setting operations standards, and technology enablement upgrades.
- Set and implemented standards for design and production management for marketing, advertising, conferences, events, and sales materials.
- Elevated client service through creative team operations, process upgrades, and template creation/management
- Managed conceptualization, execution, and production of yearly recruiting campaign deliverables, including marketing collateral, event materials, and internal training.
- Collaborated with wider marketing team and subject matter experts to provide on-brand data visualization for complex proposal submittals, qualifications documents, and sales material.

Graphic Designer · DayStar Restaurant Group, 2013

Dallas, Texas

- Responsible for design of consumer-facing sales and in-restaurant materials across multi-brand portfolio: **Texas Land and Cattle**, **Lone Star Steakhouse**, and **Firefly Restaurant & Bar**.
- Defined new branding assets and extended the brand refresh to Texas Land & Cattle.
- Led art direction for multi-channel digital deliverables for 3 restaurants concurrently through 5 seasonal campaigns designed to drive sales.

Graphic Designer · Romano's Macaroni Grill, 2010-2013

Dallas, Texas

- Responsible for design and pre-production of menus, POS deliverables, social media, web/online ordering assets, advertising, environmental design, and packaging.
- Led the design for 6-8 seasonal digital media campaigns per year.
- Developed and implemented an automated creative intake process.
- Partnered with a design agency on overall brand identity, extended the new identity globally, with partners in Europe, the Middle East, Asia, Mexico, and Canada.

Brand Manager · The Fit Kitchen, 2009-2010

Atlanta, Georgia

- Defined and delivered brand positioning documentation strategy and visual identity creation for health food start-up company.
- Designed new visual identity, including logo, identity foundations (color palette, typography styling, graphic styling) social media branding assets, and custom seasonal illustrations. Delivered a brand guide, inclusive of identity and messaging.