

CLAUD RIVERS

CREATIVE LEADER



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CAREER SUMMARY

Highly accomplished Associate Creative Director with a comprehensive background in multimedia design and development. I have a proven track record of successfully leading and inspiring creative teams. My expertise spans from strategically developing innovative ideas for diverse campaigns to hands-on experience in various design software and web technologies. I am adept at managing team workloads to ensure projects are delivered on time and within budget, consistently providing valuable feedback to team members to develop their talents.

WORK EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR | OSAIC, INC.

APRIL 2023 - PRESENT

AUGUST 2020 - APRIL 2023 | Senior Graphic Designer

DECEMBER 2017 - AUGUST 2020 | Graphic Designer

- Strategize and develop creative ideas for various campaigns, ensuring they effectively reflect the company's brand identity and messaging.
- Lead and inspire a team of designers, fostering a collaborative environment that encourages creativity, innovation, and professional growth.
- Assist the Creative Director in developing and refining creative concepts and strategies for various marketing initiatives.
- Act as a day-to-day creative lead on projects, managing workflow and ensuring deadlines are met.
- Present creative work to internal stakeholders, articulating the design rationale and strategic thinking.

CREATIVE MANAGER | MOBIMANAGE

SEPTEMBER 2016 - DECEMBER 2017

NOVEMBER 2015 - SEPTEMBER 2016 | Lead Graphic Designer

SEPTEMBER 2013 - NOVEMBER 2015 | Graphic Designer

- Managed workload for design team to keep projects on time & budget
- Provide design feedback to team and develop talents of team members
- Designed website pages, buttons, infographics, email marketing templates, video components, presentations and print collateral
- Was responsible for UI/UX on all new projects as well as updates to existing projects

FACULTY ASSISTANT (PRINT SHOP) | DEVRY UNIVERSITY

JANUARY 2013 - SEPTEMBER 2013

- Familiar with the different types of paper used for printing
- Completed printing jobs for faculty and staff using advanced printers

EDUCATION

2011 - 2014

BS, MULTIMEDIA DESIGN AND DEVELOPMENT

DeVry University, Phoenix

2007 - 2011

HIGH SCHOOL DIPLOMA

Chapin High School

SKILLS

Adobe Creative Suite

Microsoft Office

Troubleshooting

Campaign Management

Creative Leadership

Workflow Development

UI/UX

iOS/Android Design & Development

Website Design & Development

QA Testing

Print Planning