

smaresca designs

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smarescadesigns.com

SUMMARY

Senior Brand Designer with 7+ years of experience leading brand initiatives that strengthen market positioning, improve customer experiences, and drive measurable business results. Skilled at translating strategy into cohesive brand systems, integrated campaigns, and digital experiences while partnering closely with leadership, marketing, and product teams. Combines strategic brand thinking with operational excellence to build scalable processes, improve efficiency, and deliver high-impact work across channels.

TECHNOLOGIES

Figma, Adobe Creative Suite, Canva, Miro, Asana, Keynote, Google Suite, Microsoft Office, ChatGPT, Adobe Firefly

SKILLS

Brand Design, Brand Strategy & Positioning, Creative Direction, Logo & Visual Identity, Integrated Campaigns, Graphic Design, Experiential Design, Digital Marketing, UX & UI Design, Art Direction

INDUSTRIES

B2B SaaS, Technology, Cloud & Enterprise Software, Cybersecurity & AI, Digital Services, Entertainment & Media, Events & Hospitality

EDUCATION & CERTIFICATIONS

Strategic Business Acumen for Designers

Designlab Certification | 2025

B.S. Graphic Design & Digital Media

Johnson & Wales University | 2015-2019

PROFESSIONAL EXPERIENCE

The Predictive Index | Remote

Senior Brand Designer | April 2023 – Oct 2025

- Owned brand direction across campaigns, product marketing, and content initiatives, partnering with executive stakeholders to shape creative standards and guide strategic brand decisions.
- Redesigned a high-traffic product webpage using performance data and user insights, increasing conversions by 80% and strengthening alignment between the brand and product experience.
- Concepted and launched integrated brand campaigns that translated positioning into compelling narratives, reaching 183K+ new prospects across paid and owned channels.
- Developed scalable creative systems and AI-enabled workflows that reduced production timelines by 35% and supported campaign initiatives that generated \$34K in closed-won revenue.
- Established a scalable visual identity system, including brand guidelines, logo architecture, and design standards adopted across 200+ customer-facing and internal touchpoints.
- Served as the primary creative partner for marketing and product teams, translating business objectives into effective brand experiences across channels.
- Identified opportunities to improve user experiences and business outcomes, leveraging performance data, user behavior, and testing insights to guide creative direction and optimization efforts.

Graphic Designer | Feb 2021 – April 2023

- Delivered high-volume creative across marketing, product, and internal initiatives as the organization's sole designer, supporting a rapidly growing business while maintaining brand consistency.
- Designed and implemented a company-wide presentation system that replaced inconsistent one-off decks and increased production efficiency by 50%.
- Built the operational foundation for a scalable brand system by organizing assets, standardizing file structures, and creating reusable resources that reduced ad hoc requests across teams.

CSM Sport & Entertainment | New York, NY

Junior Graphic Designer | Feb 2019 - Aug 2020

- Designed branded environments, experiential signage, and digital displays for large-scale activations reaching 20K-50K+ attendees across national events.
- Concepted and developed client pitch decks that translated brand strategy into compelling presentations, contributing to new business wins and major partnership opportunities.
- Managed production and vendor relationships from concept through installation, ensuring quality, consistency, and seamless execution across physical and digital experiences.
- Delivered creative work for global brands including Hulu, Netflix, Coca-Cola, Uber, Ben & Jerry's, Square, CVS, Susan G. Komen, and Lenovo.