

Rene' Padilla Jr.

Graphic Designer • Brand Designer • Advertising & Marketing • Storyteller

CONTACT

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EDUCATION

The Art Institute of Atlanta
BFA Graphic Design

SKILLS

Adobe Creative Cloud
Adobe Acrobat
Illustrator
Photoshop
Indesign
XD
MS Office
Canva
Teams
Excel
B2B
CMS

FREELANCE

Eight Arms Axe Throwing
Brand design
Social Media
Print & digital marketing designs
Event Coordination

Craft Soaps by Kim
Brand design
Product /Package designs
Photography

Family Promise
Brochure redesign

SpaceWorks
Logo concept design

PROFESSIONAL SUMMARY

Dynamic and innovative creative professional with over a decade of extensive experience managing multiple concurrent graphic design projects. Proficient in concept creation, visual conceptualization, and project management, with a keen ability to enhance brand awareness through strategic creative initiatives. Skilled in event planning, public relations, and fostering collaborative relationships with vendors, teams, and clients to drive successful outcomes and elevate company profitability.

WORK EXPERIENCE

Traditions Health | College Station, TX

Senior Graphic Designer

 October 2022 - June 2024

- Developed and executed compelling visual concepts for both print and digital media, consistently meeting brand guidelines and enhancing brand identity.
- Managed a diverse range of design projects simultaneously, including but not limited to brochures, flyers, infographics, web banners, and internal forms, ensuring timely delivery and high-quality output.
- Utilized Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD) proficiently to create engaging graphics, layouts, and multimedia content that effectively communicated marketing messages and drove customer engagement.
- Collaborated with department liaisons to brainstorm ideas, refine designs, and integrate feedback, resulting in cohesive and impactful marketing materials.
- Utilized data-driven approaches and market research to identify emerging trends and provide insight for design decisions across our diverse regions.

Homestead Hospice | Roswell, GA

Lead Graphic Designer

 August 2017 - October 2022

- Led the entire design process from initial ideation to final production, ensuring the seamless execution of visuals and digital experiences that resonate with target audiences and uphold brand integrity.
- Developed visually captivating designs across diverse mediums, maintaining impeccable standards of quality and brand consistency amidst fast-paced deadlines and evolving project scopes.
- Innovated brand solutions by exploring unconventional design approaches that strategically support and elevate brand goals, contributing to the continual evolution and differentiation of the Homestead brand.
- Collaborated closely with sales, product design, and growth teams to conceptualize and execute campaigns, communications, and launch strategies that effectively promoted new products and features.

Invesco | Atlanta, GA

Graphic Designer

 October 2014 - June 2017

- Designed print and digital monthly layouts used in over 1,000 publications, ensuring high-quality and consistent visual presentation.
- Produced a wide range of internal and external collateral, including factsheets, client books, production catalogs, and various reports for both print and digital.
- Collaborated closely with Client Reporters, Project Managers, and the global design teams to produce materials for international audiences, maintaining brand consistency and cultural relevance.
- Served as creative lead for executive team video productions, overseeing all aspects from concept development to final editing.