

RESUME

Judas Kesterson
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SUMMARY

As a results-driven, Associate Creative Director/Senior Art Director with over 20 years in the industry, I am able to lead and collaborate with cross-functional teams while mentoring and training junior designers. I have exceptional skills in creative strategy, project management and team leadership. I have a proven track record in developing and executing successful marketing campaigns, resulting in significant increases in sales, brand awareness and engagement.

EXPERIENCE

CHEVRON senior graphic designer, cella | contract | hybrid | 2021-2024 | houston, texas

Presented concepts and designs to clients and specified and estimated materials. Delivered finalized assets to clients.
Played key role in visual story-telling and branding for a wide range of projects and campaigns.
Led the end-to-end design process for multiple high-impact campaigns resulting in 25% increase in engagement.
Ensured accuracy, attention to detail and that the project meets or exceeds the design objectives.
Designed and produced all mapping of Chevron assets to be used internally and externally. Produced all executive mapping used for upper level needs.

SKILLS:

Understanding of design applications in traditional and emerging channels. Ability to adapt to changing priorities, deadlines and directions. Ability to work autonomously while accountable for accuracy. Developed creative concepts, presentations and storyboarding for visual media.

REINA MARTA STUDIO freelance creative director | 2019-2022 | parkland, florida

TARGET HOSPITALITY freelance creative director | 2018-2020 | the woodlands, texas

BAKER ONE DESIGN associate creative director | 2012-2018 | magnolia, texas

Developed and executed creative strategies that drive increased brand awareness, sales and engagement.
Led and collaborated with cross-functional teams to deliver creative solutions.
Directed the production of all print deliverables and digital ads and materials.
Executed brand design, art direction, graphic design and project management.

CLIENTS:

Eberhart Capital LLC, Canary LLC, Unitherm, Electra Link, Diamond H Ranch, North Side Electric Motors, Bridge Bank, Rock Materials, Precision Pump Systems, Land Tejas Developer, Empire, Dellrose, Lago Mar, Wedgewood Forest, Balmoral, Woodforest, Highland Homes, Westin Homes, Gracepoint Homes.

ZUMBA FITNESS senior art director | 2009-2012 | hallandale, florida

Developed company brand, assets and brand guidelines.
Managed and mentored junior designers and artists.
Worked with casting talent (models, voice and instructors).
Developed theme, branding, printed collateral and signage for yearly Instructor Convention events.

DIVISIONS:

Zumba Classes & Specialty Classes, Party In Pink Zumbathon, Zumbawear, Zumba Instructor Network (ZIN), Z-Life Magazine, Zumba Fitness Video Game, and Zumba Fitness Concert.

SAPIENT senior art director | 2006-2009 | miami, florida

Collaborated with cross-functional teams to ensure seamless execution and delivery of campaigns.
Led a team of (9) nine designers and web developers to develop and execute creative campaigns for Fortune 500 companies.
Mentored junior designers and provided guidance on design principles and best practices.
Led the end-to-end design process for multiple high-impact campaigns resulting in 30% brand awareness.

CLIENTS:

Robert Yates Racing, Sprint, Travelers, Logitech, Quicken, Citibank, Sony, Honda Jet, Nasco, Keybank, Hershey, Rock & Roll Museum, Vodafone and USPS.

HIGHLIGHTS:

Integral in acquiring 3 accounts for the Agency (KeyBank AOR, Hershey AOR, Travelers AOR) along with our project based initiatives.
Created award winning work on multiple projects.