

Kristian Capel

Art Director

Passionate and innovative creative with over 5 years of experience in art direction and brand design. Proven ability to develop brand identities, lead large-scale campaigns, and execute experiential activations that create genuine connections between brands and their audiences. Adept at collaborating with cross-functional teams to deliver designs that engage audiences and drive results.

✉ K.RAEE1991@GMAIL.COM

🌐 kristianrae.com

Dallas TX, 76247
(804) 433 0617

WORK EXPERIENCE

RaeVision Creative | June 2017 - present
Brand & Web designer

- Work with clients to build solid brand strategy
- Create assessments and forms to capture foundational information
- Work with clients to develop engaging content strategies
- Work with clients to create design solutions related to their brand and business goals
- Develop Audience profiles
- Create wireframes for web design
- Complete embedded integration to align with clients customer journey
- Establish optimized solutions for client journey and process
- Design printed marketing collateral

Group Black | April 2022 - present
Art Director

- Designed brand identities for programs and initiatives, ensuring cohesive storytelling across digital, print, and experiential platforms.
- Led creative execution for large-scale campaigns and experiential activations in collaboration with major brands, including Procter & Gamble and Huggies.
- Oversaw branded materials with the Creative Director, managing multiple projects while maintaining creative standards.
- Execute creative design of all printed and digital assets across various experiential activations
- Curate on brand photography for external designs for web and content
- Create designs for websites, email marketing pieces, digital advertising and social media
- Art Direct creative from concept to end product with the ability to self-manage multiple projects and tight timelines
- Ensure all creative output is cohesive, top-quality, and aligned with the brand's core objectives, vision, and tone

DESIGN SKILLS

Brand Strategy

Creative storytelling, Problem Solving, Identifying insights, challenges and opportunities

Branding & Identity

Logo Design, Print Design, Color Theory, Communication, Typography

Web Design

Heirarchy, Composition, Software Integration, Responsiveness, Photo Editing, Business Strategy

EDUCATION

Virginia Commonwealth University
2012

Miami Dade College
2015

TOOLS

Photoshop	
Illustrator	
Indesign	
Adobe XD	
Wix Studio	
Premiere Pro	
Webflow	

LANGUAGES

Spanish

ACCOMPLISHMENTS

- Wix Partner
- Clients as seen in: NYFW, PBS, NPR, RADIO ONE
- George Washington University ICSB Speaker