KRISTIAN CAPEL

SENIOR ART DIRECTOR

CONTACT

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- www.raevisioncreative.com/case studies

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY
2012

MIAMI DADE COLLEGE
2015

DESIGN SYSTEMS

- Adobe Creative Suite (Photoshop, Indesign, Illustrator, PremierePro, XD)
- Webflow
- Wix Studio
- Canva
- Capcut
- AI: Midjourney, Adobe Firefly, ChatGPT

DESIGN SKILLS

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

Branding & Identity
Logo Design, Print Design, Digital Design, Color Theory, Communication, Typography

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

Information Design
Organize and present complex data and content through clear, visually engaging formats, including infographics, reports, and data visualizations, to enhance understanding and impact.

LANGUAGES

- English: Fluent
- Spanish: Intermediate

PROFILE SUMMARY

Passionate and innovative creative with over 7 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.

WORK EXPERIENCE

RaeVision Creative Studio 2019- 2024
Lead Brand Designer & Strategist

- Crafts strategic brand foundations that drive long-term success and market positioning.
- Develops in-depth audience profiles to ensure targeted, effective brand messaging.
- Creates custom assessments and frameworks to extract key insights and inform brand direction.
- Developed AI-enhanced creative workflow for increased productivity and creative output.
- Builds compelling content strategies that enhance engagement and brand storytelling.
- Designs high-impact brand assets that align with business objectives and market differentiation.
- Creates intuitive web wireframes that optimize user experience and conversion.
- Implements seamless digital integrations to enhance customer journey and business efficiency.
- Develops premium marketing collateral that strengthens brand visibility across print and digital platforms.

Group Black April 2022- PRESENT
Senior Art Director

- Designed brand identities and storytelling across digital, print, and experiential platforms.
- Led creative execution for large-scale campaigns and activations with brands like Procter & Gamble and Huggies.
- Managed branded materials and multiple projects alongside the Creative Director.
- Designed digital and print assets for experiential activations, web, and content.
- Curated on-brand photography for web, social media, and marketing.
- Created designs for websites, email marketing, digital ads, and social media.
- Art directed creative projects from concept to final execution under tight deadlines.
- Ensured all creative output met brand standards and strategic objectives.
- Developed and designed presentation templates for reporting, creative proposals, and pitches.

A Way Home America October 2024 - PRESENT
Brand & Design Consultant

- Conducted a comprehensive brand audit to refine visual identity and strategy.
- Expanded the organization's color palette to enhance accessibility and inclusivity.
- Leading the redesign and content upgrade of the website for improved engagement.
- Develops creative assets for in-person experiential and virtual events.
- Designs digital and print materials to support advocacy and policy initiatives.
- Provide creative concepts and visuals for in-person experiential activations and virtual events, ensuring alignment with the organization’s mission and audience engagement goals.
- Guide brand positioning and creative content strategies to enhance outreach and engagement with key partners and policymakers and community.