

# KRISTIAN CAPEL

ART DIRECTOR

## CONTACT

- 804-433-0617
- kristian@raevisioncreative.com
- Dallas, TX
- [www.raevisioncreative.com](http://www.raevisioncreative.com)

## 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.

## EDUCATION

VIRGINIA COMMONWEALTH  
UNIVERSITY  
2012

MIAMI DADE COLLEGE  
2015

## DESIGN SYSTEMS

- Adobe Creative Suite (Photoshop, Indesign, Illustrator, PremierePro, XD)
- Webflow
- Wix Studio
- Canva
- Capcut

## 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

## WORK EXPERIENCE

**RaeVision Creative Studio** 2019- PRESENT  
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.
- 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  
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.