

Hello, I'm Derius Aguirre.

An experienced and ambitious Art Director with over 8 years of experience in leading conceptual innovation, graphic design, and digital campaigns for top-level brands. I have a strong ability to collaborate with excellent communication skills, adept at building client relationships and leading cross-functional teams. I am detail-oriented with a talent for identifying innovative solutions and driving results. My skills include all aspects of art direction, including brand development, advertising, photography, and corporate identity. I am proficient in Adobe Creative Suite and experienced in utilizing social media to enhance campaigns and drive engagement. I am seeking new opportunities to apply my expertise and drive results in a dynamic, fast-paced environment.

Let's get to know each other.

contact@deriusa.com / 619 962 5252 / www.deriusa.com
Phoenix, AZ (*Open to relocation*)

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Derius Aguirre

Expertise

Expert in design, art direction, and execution for high-profile brands.

Fast-paced work and multitasking abilities.

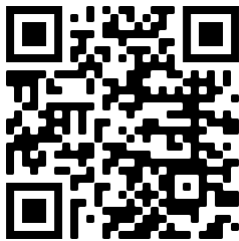
Open to ideas and suggestions in team collaboration.

Proven ability to work efficiently and effectively under tight deadlines.

Education

San Diego State University
Graphic Design
2015; Completed credits towards Bachelor's of Arts Degree

Glendale Community College
Graphic Design
2013 – 2015; Transfer to university



For a more in depth view of my work history, please scan the above QR Code or visit my linkedin profile at www.linkedin.com/in/deriusa

Experience

Mar 2022 – Present / Discount Tire / Phoenix, AZ

Senior Designer

- > Lead cross-functional teams in the development and execution of advertising campaigns.
- > Use expertise in digital and graphic design, Adobe Creative Suite, and visual direction to guide and mentor photographers, designers, and production staff.
- > Collaborate closely with clients and stakeholders to understand their needs, incorporate feedback, and resolve any questions or concerns.
- > Drive projects to successful completion on time and within budget while continuously seeking opportunities for improvement and innovation.

July 2022 – October 2022 / Amazon / Remote

Graphic Designer III (Contract/Temporary)

- > Led the conceptualization and execution of high-impact campaigns for top-tier clients utilizing advanced digital and graphic design skills and expertise in Adobe Creative Suite.
- > Oversaw the design and production of custom packaging, website concepts, and other experiential elements for product launches and high-profile projects, ensuring cohesive brand identity and maximum impact.

Dec 2021 – Mar 2022 / Chapman Automotive Group / Chandler, AZ

Senior Designer

- > Led the development and execution of advertising campaigns across various mediums, including print, animation, and social media.
- > Conceptualized and directed brand campaigns and strategies, working closely with the Art Director and Marketing Director to align with business goals.
- > Expertly utilized Adobe Creative Suite to design and present compelling concepts to stakeholders.
- > Collaborated with photography and videography teams to ensure accurate representation of the creative concept in all visual assets.

Sept 2020 – Dec 2021 / Ideas Collide / Phoenix, AZ

Business Development Manager, Brand & Community Design

- > Managed multiple projects, adapted to changing priorities, and met tight deadlines while leading the creation of advertising campaigns.
- > Developed and implemented innovative solutions resulting in acquiring new client business, while maintaining strong relationships with clients and stakeholders.
- > Supervised and directed photoshoots, graphic creation and placement, and illustration design for consistent brand identity and messaging.
- > Continuously sought out new opportunities for growth and development, staying current with industry trends and best practices.

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Experience continued

Jan 2014 – Dec 2021 / Freelance / Remote

Art Director / Senior Graphic Designer

- > Led and managed the conceptualization, creative direction, design development and execution of high-impact brand campaigns for a diverse range of clients.
- > Utilized advanced color theory, typography, and print development skills to deliver visually stunning and effective final designs that aligned with campaign objectives.
- > Collaborated with cross-functional teams, including photographers, designers, and production staff, to ensure the seamless execution of campaign elements.
- > Continuously stayed on top of industry trends and incorporated new technologies and techniques to push the boundaries of design.
- > Led client presentations, pitched new business, and maintained strong relationships with key stakeholders to drive client satisfaction and business growth.

July 2019 – March 2020 / QDOBA Mexican Eats / San Diego, CA

Graphic Designer II

- > Developed and implemented a comprehensive design strategy, mentored the jr. designer to bring innovative, high-impact campaigns to life.
- > Utilized expert knowledge of Adobe Creative Suite, including Photoshop, Illustrator, InDesign, and XD, to direct the creation of visually stunning, high-quality graphics and designs.
- > Applied strong collaboration and communication skills to work effectively with cross-functional teams, including marketing, sales, and product development, to deliver on-brand, on-strategy solutions.
- > Utilized strong attention to detail, project management skills, and ability to pivot between projects, to meet tight deadlines and exceed client expectations.
- > Led the development and execution of cutting-edge creative campaigns and services for a variety of top-level brands, resulting in increased brand awareness and customer loyalty.

Feb 2016 – July 2019 / Garden Fresh Restaurants / San Diego, CA

Lead Designer

- > Provided visionary leadership and direction for the creative team, driving the development of innovative advertising concepts and campaigns from concept to completion.
- > Led the rebranding efforts for the company, overseeing the design and implementation of a new website, email campaigns, in-store collateral, and revamping all social media channels to align with the new brand identity.