

art direction + design

Hey, I'm Priscilla.

I'm an art director with a love of photography and building digital experiences. I understand the importance of pixel perfection and a good dad joke. I'm experienced in art direction and design, with a demonstrated history of working in a variety of industries. Skilled in photography, concepting, visual/web design, management, and motion graphics.

Experience



Senior Art Director - Allbirds

Feb 2020 - Present

Develops compelling concepts and on-brand digital design solutions from start to finish.



Art Director - Boosted Boards

Feb 2020 - Present

Guides all phases of creative work from ideation to final builds. Researches, develops campaign strategy and drives integration of art direction and design across all channels including, but not limited to: desktop/ mobile web/ app, email, display advertising, and video.



Art Director - Sephora

Aug 2017 - Jan 2019

Develops on brand campaigns and ensures design consistency across all relevant touch points.

Actively works with team to make sure that all executions are of the highest quality and adheres to the brand. Educates team in creative expertise and knowledge including art direction, photography, digital design, typography.

Senior Visual Designer - Sephora

May 2016 - Aug 2019

Worked closely with art director to provide design & concepting support through omni-channel assets.

PBteen

Web Designer - Pottery Barn

May 2016 - Aug 2019

Provides weekly support for the marketing team; including social media assets, infographics, emails and image selects.

Google

Visual Designer

May 2016 - Aug 2019

Responsible for curating and designing editorial pages for weekly marketing campaigns.

Contact

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San Francisco, California

Education

Bachelor of Science: Business

SAN JOSE STATE UNIVERSITY

Graphic & Interactive Design

UNIVERSITY OF CALIFORNIA

BERKELEY EXT PROGRAM

Skills

- People Management
- Art Direction
- Concepting
- Web Design
- Motion Graphics
- Photography
- Prototyping
- Typography

Programs

- Adobe After Effects
- Adobe Premiere
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe XD
- Sketch
- Figma
- Invision
- Keynote
- CMS tools: Webflow, Contentful