

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 - Health-Ade Kombucha Sep 2020 - Present

Leading the brand's redesign, established a creative team and department. Guides all phases of design across packaging, site, advertising, email and social.



Senior Art Director - Allbirds Feb 2020 - Aug 2020

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



Art Director - Boosted Boards Jan 2019 - Feb 2020

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.

SEPHORA

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.

SEPHORA

Senior Visual Designer - Sephora May 2016 - Aug 2017

PBteen

Web Designer - Pottery Barn May 2015 - May 2016

Google

Visual Designer May 2013 - Aug 2015

contact

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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