Cameron Flett

[contact@camflett.com](mailto:contact@camflett.com) | +1 (831) 331-9065 | [www.camflett.com](http://www.camflett.com) | [LinkedIn](https://www.linkedin.com/in/camflett/)

ART DIRECTOR, BRAND CREATIVE - REMOTE & LOCAL

Graphic and visual designer with 6+ years experience creating print and digital media for human-centered agencies and start-ups. With a focus on storytelling and creative communication, Cam leads the development of company-wide design projects and facilitated discussions within other departments and with key stakeholders. Using his illustrative and digital design skillset, Cam has created 5+ print-to-order eCommerce stores selling graphic apparel, of which 2 of the stores are still under his management. Cam’s main objective throughout his work is to bring brands to life that inspires everyone it touches, and evoke personality and artistic flair. Before his previous position at Sensei Ag, Cam took the opportunity to work remotely and live as a digital nomad. He traveled for three years across Asia, Europe, and North America. This experience of worldly travel built many meaningful relationships with local people, clients and other creative professionals along the way.

AREAS OF EXPERTISE

| * Strategic Brand Designer | * Website Creation: Concept to Launch |
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| * Consultative Service Approach | * Developing Brand Design Systems |
| * Visual Asset Library Management | * Clean Illustration & Typography Style |
| * Strong Client Communications & EQ | * UX and Experiential Design |

“*Cam has become an invaluable strategic partner for our businesses. From initially redoing our poor logos and assets to fully conceptualizing multiple brand images we are incredibly proud of. He is beyond the creative genius for us, he also understands that a brand goes beyond art. He listens and contributes thoughtfully to our decision making at all stages.”*

**Troy Hooper, Founder & CEO Nurish Brands**

*“Cameron’s approach to design implementation is unique, creative, and professional; while his ability to incorporate our brand ethos into each piece of design made our company come to life. We highly recommend Cameron to anyone looking for professional brand development as well as graphic design work*.”

**Bryton Plush, Co-Founder Coastal Comforts Catering**

KEY ACCOMPLISHMENTS

* Highly productive and active content creator expert in the Adobe Creative Suite: Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe InDesign and Adobe Dimension.
* Retained as freelance strategic designer with Nurish Brands. Executed seven (7) new brand design packages from brief to full completion in 10 months. Subsequently evolved the brand architecture and graphic ecosystem of two (2) acquired restaurants within the Nurish Brand Portfolio.
* As an entrepreneur, Cam created and scaled an eCommerce store inspired by racing sports in the UK. The brand generated $1,500 revenue in the first 3 weeks from launch.
* 2018-2020 traveled to South East Asia. Cam worked as a digital nomad and networked into the local Thai business community. He received funding to co-venture and create a Thai-culture inspired tattoo studio and build a new brand for Thai tattoo artists to connect with travelers.
* 2016-2019 co-founded a Los Angeles media & design agency focused on designing high-conversion Ecommerce websites for clients. Cam led the design team of the agency, crafted beautiful brand identity systems and style guides, numerous social media campaigns and even co-directed three music videos.

PROFESSIONAL EXPERIENCE

**Sensei Ag** - Lanai City, Hawaii, USA 04/2021 - 10/2021

Communication Designer and Illustrator

Created and coordinated effective graphic communication materials aligned with company's DNA, led art direction for upcoming products of the 2021-2022 sales portfolio and excelled in collaborative leadership across design team and other departments.

* Directly crafted internal assets that were used to communicate our executive leadership's goals to our board: Larry Ellison, Dr. David Agus, Paul Marinelli
* Promoted to Product Owner for new ventures to develop packaging design, product narratives and communication materials for new product channels.
* As Product Owner, held responsibility for facilitating meetings every week and accountability for team deliverables. Directly responsible for creative direction and conveying artistic vision to stakeholders of the product catalog.
* In charge of internal and external communications throughout the company.
* Identified the opportunity to visually unify presentation communications and took initiative to head the development of an extensive 80+ slide powerpoint template catered to each of our department's unique use cases.
* Publicly recognized for contributions to Sensei Ag as a ‘Value Leader’. Some of the character traits said were transformational, rigorous, hardworking, humble and positive mindset.

| **Nurish Brands** - Los Angeles, CA, USA 2020 - 2021  Strategic Graphic Designer  Designed visual systems, pitch deck investment presentations and conceptual packaging for a portfolio of restaurant brands.   * Curated a unique portfolio with team collaboration of nine (9) brands to be adaptable for the fast-growing trends of digital apps and restaurant dining models. * Structured and refined growth strategy investment decks. Includes companies’ mission, values, technology, process, executive team, brand portfolio and investment opportunities. * Direct accountability for all brand trademark assets. * Organized detailed brand identities and connected assets with style guides for use in digital and print media. |
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**Hot Marbles -** London, UK 2020 -Present

ECommerce Creator

Founded a ‘solo-preneurial’ clothing micro business based on Stock Car Racing and Formula 1 sports in the UK.

* Led initiative to partner with print-to-order outsourcing and SKU fulfillment.
* Scaled the design inventory to over 100 unique products.
* Improved overall effectiveness of UX built on Shopify, with an understanding of design hierarchy and imagination for customer experience.
* Created all photo, video and digital media for content publication and retargeting ads on relevant social media channels.

**Staywell Creative Agency-** Santa Clarita, CA 2016 - 2019

Agency Owner, Creative Director

Co-founded design agency with proven dedication to helping local businesses get noticed and engaged within the Santa Clarita Valley and Greater Los Angeles Area.

* Managed team projects within agency and clients.
* Responsible for client consultations, art direction, content creation, branding and development
* Crafted unique digital experiences using Webflow and WordPress.
* Client List:
  + **NYC Pride** social activism, **Complete Fit Kid** non-profit youth programs, **Nurish Brands** restaurants/ghost kitchens, **Mysilio** user data co-op, **VMC** architecture & interior design, **Villar Dentistry** dental & orthodontics, **Coastal Comforts** catering & private chef.

**Chaos Skateboard Company**, Santa Clarita, CA 2013 to 2015

Freelance Art Director

Chaos Skateboard Co. is a skateboard brand that brings together the best trends and styles in skateboarding with a combination of East Coast and a West Coast flair.

* Created high quality skate deck graphics and accessories along with unique fashion apparel.
* Illustrated 20+ deck designs and created media for PR events.
* Typography and layout design for skateboarding magazine articles.
* Consulted with pro members about custom skate deck designs.

EDUCATION

| Associates of Art – Architecture Design & Development  Certificates - Sustainable Design & LEED Programming  College of the Canyons, Santa Clarita, CA |
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