

TERESA EDWARDS

Senior Art Director/Associate Creative Director in Dallas, Texas

214.288.3198 | teresa.edwards@gmail.com | LinkedIn: [teresa-edwards](#) | portfolio: [ideahouse-design.com](#)

PROFESSIONAL SUMMARY - open to remote, hybrid and on-site locations

Experienced Sr Art Director with a devotion to creative and visual storytelling. I've worked in several environments from production houses, corporate in-house marketing, ad agencies, and as an independent designer. My well-rounded experience spans across a variety of clients – large corporations to small businesses in both B2B and B2C. I have a passion for creating innovative design solutions that elevate brand identities across digital, print, events, video, and social platforms. I'm a detail-oriented designer that thrives in fast-paced environments and excel at leading collaborative teams and managing creative workflows. I'm committed to delivering designs that inform, engage, and inspire.

EXPERIENCE

Senior Designer – RealPage, Richardson, Texas

Nov 2019 - Oct 2024

RealPage is the industry leader in software solutions for multifamily and rental properties.

- Designed marketing materials for specific product groups and thought leadership campaigns
- Worked in creative teams with copy writers, strategist and video producers
- Lead designer for three years in the top performing thought leadership campaign known as "Voices" (2022, 2023, 2024)
- Materials include: Digital banners, webpage design, landing pages, email design, social media graphics, flyers, eBooks, video concepts, storyboards, PowerPoint presentations
- Utilized Adobe Workfront for project management
- Worked fully remote since March 2020; Laid off, not performance related

Senior Art Director – Quest Medical, Inc., Allen, Texas

Feb 2018 - Nov 2019

Quest Medical is a medical device manufacturer focused on three market areas: Cardiac Surgery, Infusion Therapy and Ophthalmology. They are the creator of the MPS 3ND, an incredible machine and technology that is utilized during heart surgery.

- Developed new brand image and established brand guidelines
- Redesigned collateral for 3 market divisions
- Assisted with new product launch of the MPS 3: strategy, materials and new product website
- Redesigned and developed the new corporate website
- Provided concept and art direction for 3D animation videos of the MPS 3
- Created two new tradeshow booths; coordinated tradeshow registrations and shipping
- Photographed table top product shots and art directed large product photoshoots
- Copywriting for marketing materials
- Managed outside vendors and freelancers

Associate Creative Director at Triad – A B2B Agency, Dallas

May 2015 - Jan 2018

- Oversaw all creative design to ensure quality and cohesive design (detailed-oriented)
- Managed on-site creative staff, freelancers, and vendors (i.e. printing)
- Interfaced directly with clients for creative input and presentations
- Provided concept, design, and layouts for print and digital media
- Photography: table top product shots, on-site photography, and photo retouching
- Website design and updates (WordPress and Custom sites - UX & UI experience)
- Video: concept, script writing, art direct video shoots, editing/Art Direct editing
- Developed an award winning direct mail campaign for Ulterra

SOFTWARE:

Mac (or PC)

Adobe

Creative Suite CC:

Photoshop

InDesign

Illustrator

Acrobat

Workfront

Premiere Pro

After Effects

Figma

WordPress

Word

PowerPoint

Excel

Teams

Zoom

OVERVIEW OF SKILLS:

Creative

Concept Development

Collaborative

Cross-Functional Teams

Leadership

Brand Awareness

Logo Design

Digital & Print Design

Packaging

Motion Graphics

Photo/Video Shoots

Innovative

Detail-Oriented

Strategic Thinker

Simplify the Complex

Multitasker

Self-Motivated

Project Management

Print Production

Budget Conscious

Senior Art Director/Creative Director – Freelance, The Idea House, Dallas

2004 - Current

Examples of skills and services include:

- Corporate graphics: logos, stationery, brochures, flyers, presentations
- Marketing campaigns: digital and print ads, social media, direct mail, new product launches
- Website design (UX & UI), email campaigns, website updating, landing pages
- Photography, video and animations
- Trade shows: booth design, graphics, promotional materials, banners, signage
- Overall skills: concept, design, layout, ability to simplify complexity, copywriting, storyboards, manage vendors & freelancers

My creative process is both logical and creative: listen, research, concept and design, etc. It's essential to understand each client's need and target market to be able to produce effective products/campaigns. I can take a project from concept to deliverable.

Experience in several industries from realtors, private schools, city municipality to a global technology provider, medical equipment, business jets/aviation and FBOs (Fixed Base Operations – aviation industry).

A few current and past clients include: I.D. Systems, City of Frisco Public Works and Engineering Services Departments, Suncall America, Business Jet Centers, LSG Sky Chefs, Prestonwood Christian Academy, etc.

Art Director at Keeton Rich & Dickerson – Ad Agency in Dallas (4 yrs)

KR&D was an advertising agency focused on the aviation industry, B2B and B2C.

- Collaborated with top account executives, designers and copy writers to provide top-of-class solutions for high-end clients
- Interfaced with clients and provided presentation materials
- Noteworthy logo design: ExpressJet (for Continental Express Regional Jets)
- Overall skills: concept, design, layout, logo design, package design, custom die-cut invitations, special events, trade shows, wearables, promotional items, production files
- Top clients I worked with: Continental Express, West Star Aviation, Embraer, American Eurocopter and PJ1 Racing Oils

EDUCATION

University of North Texas – BFA - Advertising/Graphic Design Minor: Media Arts (Radio Television Film)

AWARDS

2015 Watermark Award

The Texas AWWA (American Water Works Association) recognized The Annual Water Quality Report for the City of Frisco, Texas for its communication excellence. The Frisco Annual Water Quality Report is a 12-page 4-color brochure that is mailed out to all citizens of Frisco.

2019 Communications Award of Excellence (Gold) - Direct Mail

The campaign was developed for Ulterra, a PDC drill bit manufacturer in the Oil & Gas Industry. The mailer was promoting the Split Blade drill bit that consisted of a custom 3D printed miniature drill bit replicating the actual Split Blade bit, a small brochure and custom fitted box. The success of the campaign provided \$16+ million of sales interest within the first six months.

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INDUSTRY EXPERIENCE & COMPANIES I HAVE WORKED WITH:

AVIATION INDUSTRY

Airlines:

Continental Express

Aircraft Manufacturer:

Embraer

America Eurocopter

Consultants:

Helicopter Accident Consulting

FBO & MRO:

Business Jet Center

Business Jet Access

Dallas Airmotive

Four Points Aero Services

Signature Services

Total FBO

West Star Aviation

Publications:

Aviation International News

Business Jet Traveler

AIRLINE CATERING:

LSG Sky Chefs

MANUFACTURING:

Alcoa Fasteners

All-Pro Fasteners

BrandFX Truck Bodies

ENERGY:

Energy by 5

CITY MUNICIPALITIES:

City of Frisco – Engineering Services

City of Frisco - Public Works

City of Frisco – HR

LOGISTICS:

I.D. Systems

PRIVATE SCHOOLS:

Legacy Christian Academy - Band

Prestonwood Christian Academy

Summers at Prestonwood

SAAS:

RealPage

REALITY, LUXURY RESIDENTIAL:

Jan Richey

Fred Villa

MEDICAL:

Quest Medical, Inc.

Cardiology, Fluid Delivery,

Ophthalmology

FIBER OPTICS:

Suncall America

MOTOCROSS-MOTORCYCLES:

Bikers for Boobies

PJ1 Racing Oils & Lubricants

OIL & GAS:

Ulterra

PRODUCTION/ENTERTAINMENT:

Spirit of America