

# TERESA EDWARDS

Senior Art Director/Associate Creative Director in Dallas, Texas

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

Experienced Sr Art Director pursuing a creative team. I have worked in several environments from production houses, corporate in-house marketing, ad agencies to several years as an independent designer. My well-rounded experience spans across a variety of clientele – large corporations to small businesses in both B2B and B2C. My passion is creating marketing materials that not only look good but are effective to the target audience. I can offer strategic thinking to marketing plans and keep brand recognition strong across all platforms (print, digital, events and social). Oh, and I have a strong work ethic.

## 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 including freelancers
- 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
- Worked directly with vendors for printing and website programming

## SOFTWARE:

Mac (or PC)

Adobe

Creative Suite CC:

Photoshop

InDesign

Illustrator

Acrobat

Workfront

Premiere Pro

After Effects

WordPress

Word

PowerPoint

Excel

Teams

Zoom

## ABOUT ME:

I'm a calm person, enjoy most types of music (not so much for opera). I have a miniature dachshund named Slinky (yes, I'm a BIG fan of animation). Sunsets are beautiful, I'm always in awe of the color palettes. My dream vacay is visiting the rain forests of Costa Rica.

## **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 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/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.