



## JAIME DIRR

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*Art direction*

*Proactive leadership*

*Brand strategy*

*Project management*

Experienced creative generalist with the energy and commitment to get things done—strategic, analytical thinker, effective communicator and presenter.

Accomplished designer with ability to translate marketing and business objectives into creative strategies and design concepts that advance brand strategy.

Trusted leader with strong interpersonal skills that encourage innovative thinking, promote enthusiasm and foster team collaboration.

## PROFESSIONAL EXPERIENCE

### PricewaterhouseCoopers (PwC) · Denver, CO

#### Art Director · 2016-Present · Creative/Brand Strategy, Account Lead

- Lead design and concepting lifecycle across all platforms, for firm wide marketing and advertising campaigns. Cross functional stakeholders groups include Global Brand, US leadership, Diversity, Equity & Inclusion (DEI), Life Sciences/Pharma, Cryptocurrency, internal/external comms and industry sector groups.
- Serve as strategic partner and brand steward to the US & Global Brand teams to explore and create data-informed, leading-edge brand solutions for all international territories and ensure brand compliance within US creative and marketing teams.
- Coordinate and direct creative team members, including external vendors, to produce award-winning internal and external digital campaigns.
- Mentor multi-disciplinary team of designers - motivating, guiding, and influencing creative work, personal growth and career development.
- Effectively communicate design concepts to senior level staff and cross-functional teams. Collaborate with, and influence stakeholders using human-centered design, to deliver design solutions that achieve or surpass project objectives.
- Received the 2021 In-House Agency of the Year award by In-House Agency Forum (team award).

#### Sr. Account Manager, Creative · 2014-2016 · Digital Strategy, Project Management

- Managed communications with internal clients (Tax and industry/sector marketing) and other cross-functional teams to determine project scope, including campaign objectives, strategy and insights, deliverable requirements, and metrics.
- Accountable for steering projects from initial briefing to on-time delivery - including scope of work, project plans, scheduling, resource allocation, reviews, on-going status updates, quality assurance and archiving.
- Closely aligned with internal clients to provide top-notch customer service, set expectations on day-to-day workflow, and gain visibility into potential campaigns for resource forecasts and xLOS opportunities.
- Provided strategic input and real-time updates regarding the firm's digital strategy and best-practices related to web/mobile design, development and metrics.

#### Design Manager · 2011-2014 · Brand Advise ment and Graphic Design

- Sole provider of brand strategy and design expertise to Marketing and Sales teams in both the Rockies and Pacific Northwest markets. (Only design manager to cover two individual markets.)
- Recognized as a trusted advisor and marketing partner to sector-specific marketing teams including Power & Utilities, Innovation and Health care.
- Granted placement in the PwC National Design Portfolio after only four submissions to design reviews.
- Distinctively requested to provide creative expertise on two separate National sales pursuits in the first three months of employment.
- Awarded Pursuit in Action™ awards for extraordinary dedication, commitment and vision during collaboration on two \$1M+ national pursuits.
- Co-led Digital Champions group to help elicit collaboration and learning around the design/messaging of the firm's in-house social media platform.

### St. Jude Medical · Austin, TX

#### Sr. Graphic Designer · 2008-2011 · Brand Management/Creative Services

- Sole internal designer for the US Sales Division of a Fortune 500 company. Provided creative concepts and support for 1,500+ product marketers and sales representatives.
- Managed all third-party marketing relationships including printers, photographers, videographers, free-lance designers, copywriters, as well as full-time contracted designers.

## EDUCATION

Bachelor of Fine Arts  
(Visual Communications)  
University of Arizona

## ACCOMPLISHMENTS, SKILLS & INTERESTS

Computer program knowledge

- Efficient on both MAC and PC
- Google
- Microsoft Office (Word, PowerPoint, Excel, Outlook)
- Adobe CS (Illustrator, Photoshop, InDesign, Acrobat, XD, Muse, Dreamweaver)
- Canva
- Miro
- HTML, CSS, JavaScript

Certifications

- Digital Acumen Badge, PwC 2019
- Lumenbrite Flash Training: Essential Skills Levels I and II February 2011

## COMMUNITY SERVICE

PTA, Auction Committee  
2022

Women's Bean Project  
2020 - Present

Minds Matter (Denver Chapter)  
2013

The Smile Never Fades  
2011

Susan G. Komen Foundation  
(San Diego Affiliate)  
2000 – 2008

- Instrumental participant in the development and completion of over 800 marketing communications projects in 2010.
- Collaborated with multiple product-division marketing groups to provide creative direction and development for all marketing communications that support the US sales division. Work included brochures, product sell/spec sheets, multimedia presentations, customized marketing campaigns and product launches, video/photo shoots, advertisements and event materials.
- Appointed Brand Ambassador to represent the US MarCom Department and ensure all marketing communication materials effectively represent the newly developed brand standards and communicate the company's mission and vision. Attended bi-annual Designer Summit meeting with fellow Brand Ambassadors from partnering divisions.
- Oversaw all creative services for the conventions and meetings departments. Acted as design representative for all trade-show/convention related meetings, designed and developed booth graphics (on-show floor on off-show floor) and created sponsorship materials for 25+ shows a year including wrapped cars, large-scale banners, hotel key cards, taxi-tops, personalized scrubs.

## Altegris Investments · La Jolla, CA

### Creative Services Manager · 2002-2008 · Marketing/Project Management

- Supervised several internal marketing employees as well as third-party print vendors, photographers and stock imagery companies. Work included price negotiations, contract terms, press-checks and approvals.
- Extended full service marketing and communications support to Product Development team, principals, upper management and research department to develop marketing campaigns including customer segmentation communications, product specific performance updates and presentations, quarterly newsletters, HTML emails, direct mail pieces and more.
- Designed and developed brand identity for Altegris and its affiliate companies.
- Performed ongoing brand management to ensure all marketing materials effectively communicate the company's brand position and comply with brand standards and established business practices.
- Handled all marketing compliance issues. Developed and implemented marketing approval and filing system, including submission of work to regulatory agencies and compliance officers, as well as compliance file management.
- Assisted in the development of demand/lead generation plans and proposals. Set and exceeded lead generation goals and analyzed results.
- Planned, coordinated and facilitated annual investment conference for four consecutive years. Conference generated \$40 million in new investments in the months following the 2006 conference.
- Produced all trade-show graphics including pop-up displays, podiums and invitations for the internal conference as well as other trade-shows attended/sponsored by the company.
- Developed and optimized multiple websites using CSS and javascript. Assist programmers to provide a web structure with dynamic content. Ongoing coordination with third party companies to generate increased site traffic on an ongoing basis.
- Supplied continuous design and development of HTML email campaigns, newsletter templates and performance updates (including charting/graphing).