Daniel Moreau-Kingsley

Senior Graphic Designer and Creative Lead | Senior Designer | Graphic Designer

daniel.moreaukingsley@email.example • (312) 555-0124

PROFESSIONAL SUMMARY

Senior graphic designer and creative lead with 12 years in agency and in-house teams, specializing in brand identity and integrated campaigns. Leads designers and freelancers, sets visual direction with marketing and copy partners, and builds brand systems that scale across print, digital and environmental work.

PROFESSIONAL EXPERIENCE

Senior Graphic Designer and Creative Lead

Mar 2021 — Present

Lakefront Credit Union · Chicago, IL

- Lead a team of three designers and a pool of freelancers producing campaigns, branch signage and digital assets for a financial institution with 30 branches.
- Directed a full rebrand from identity to rollout, coordinating signage vendors, printers and the web team so all branches switched within one quarter.
- Created brand guidelines and a template system in Figma and InDesign, reducing off-brand materials produced by regional teams.
- Partner with the marketing director on annual campaign planning, setting creative direction for photography, motion and copy.

Senior Designer

Jan 2017 — Feb 2021

Northbridge Creative Agency · Chicago, IL

- Designed identities and campaigns for restaurant groups, museums and nonprofits, from concept presentations to production files.
- Art directed photo shoots and motion pieces with outside vendors, keeping work on brief and within production budgets.
- Mentored two junior designers and ran weekly internal critiques that improved first-round client approvals.

Graphic Designer

Jun 2013 — Dec 2016

Prairie Line Publishing · Evanston, IL

- Designed book covers, catalog spreads and marketing materials for a regional publisher, managing files through prepress.
- Built InDesign templates and paragraph styles that sped up catalog production for each season.

EDUCATION

BFA, Visual Communication Design — Midwest Institute of Art *2013*

SKILLS

Technical: Brand identity, Art direction, Integrated campaigns, Design systems, Typography, Environmental graphics, Motion direction, Adobe Creative Cloud, Figma, Team leadership, Vendor and freelancer management, Client presentations