

REYNA FLEURY

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PROFESSIONAL SUMMARY

Bringing 15+ years experience in the B2B tech market. Team-oriented creative leader who sees the importance of aligning common company objectives to high-quality visual design. Recognized for leadership excellence that results in successful teams, products, and organizations.

KEY SKILLS

Team Management
Creative Strategy
Marketing and Advertising
Partner Management

Brand Development
Project Management
Art Direction
UI/UX Experience

Photo/Video Production
Live/Virtual Event Design
Design Problem Solving
Marketing Communications

EXPERIENCE

CREATIVE DIRECTOR

01/2016 - PRESENT

TSIA – San Diego, California

- Leading fast-paced operations of in-house creative studio. Strategic direction of digital creative projects, roadmaps, and yearly budgets of \$150K+ across different marketing programs.
- Oversee content creation and quality of deliverables, UI/UX design, and brand development from creative brief to execution. Resulting in the delivery of 2,600+ design tasks per year.
- Built design systems to align the creative, marketing, and product teams on the brand's visuals. Resulting in decreased production costs by 25% through speeding up the design project process.
- Directed website relaunch, which included research, wireframing, and prototyping. Resulting in an optimized mobile user experience, 60% increased page views, and a 4% decreased bounce rate.
- Art Directed video and photoshoots, in partnership with external agencies to develop digital media. Resulting in a 120-video and 500 image library to support integrated marketing campaigns.
- Led brand innovation initiative as the company's live conference pivoted to a virtual event. Resulting in increased attendance by 200% while delivering a robust interactive brand experience.
- Managing a team of five creative members. Responsible for hiring and mentoring print, production, and web designers. Inspire a team culture that enables professional and personal growth.
- Regularly led team brainstorming and feedback sessions, analyzing concepts against design requirements and trends. Resulting in innovative design and messaging insights to go-to-market.

- Pitch first-touch and follow-up presentation briefs to business leaders, crafting strategic storytelling. Resulting in landing powerful messaging that increased sales conversion and customer retention.

CREATIVE SERVICES MANAGER

04/2012 - 01/2016

TSIA – San Diego, California

- Directed brand for conferences and tradeshows. Resulting in effectively managing partner contracts with a \$300K annual budget, and delivering visual brand experiences to 8,000+ attendees per year.
- Partnered with Marketing leadership to concept and develop a digital content strategy for different media channels. Resulting in an impact of 7,500+ qualified leads per year.
- Defined marketing roadmap and project management workflows to improve processes. Resulting in increased design delivery time by 25%, ability to prioritize, and meet deadline expectations.
- Led video baseline initiative, by analyzing the performance of 120+ videos over 36 months. Delivering video performance metrics that allowed for a data-driven digital marketing strategy.
- Innovated brand identity guidelines that enabled consistent visual styles. Resulting in a firm brand and marketing writing integrity, adopted cross-organizationally.
- Established data-driven design metrics to analyze the engagement of existing brand collateral. Resulting in design performance reporting that proves ROI (Return On Investment).
- Proactively building partnerships with cross-functional teams, such as Marketing, Product, and Sales. Producing strong collaborative governance that delivered operational support.
- Directed the brand development and publication launch of two tech industry leadership books. Resulting in worldwide sales success, and authors praise across Fortune 500 companies.

GRAPHIC DESIGNER

09/2011 - 04/2012

Constellation Brands – Toronto, Canada

- Designed packaging, typography, color studies, and logo identity, to support an international portfolio of 10+ wine and spirits brands such as Kim Crawford, Robert Mondavi, and Mouton Cadet.
- Regularly collaborated with Studio Manager, Art Director, and Design team members, to develop brand and packaging pitches to support Brand and Sales campaigns.
- Developed, managed, and administered brand center design systems, to ensure branding alignment across design and marketing teams.
- Led creative development of ongoing national campaign materials, including social media, email, sale sheets, editorial newsletter, marketing collateral, POP/POS displays, and product photography.

GRAPHIC DESIGNER

09/2010 - 04/2011

Spin Master, Inc. – Toronto, Canada

- Headed the execution of multiple projects of packaging and showroom design for worldwide toy brands such as Bakugan, Airhogs, and Mario Kart. Resulting in successful go-to-market launches.
- Collaborated with the Creative Director and Brand Managers to drive design projects to adhere to international packaging language and regulations for the US, France, and Mexico markets.
- Attended team brainstorming sessions for new product ideas and participated in critique sessions with internal stakeholders. Resulting in increased team efficiency and high-quality design.
- Worked closely with Packaging Engineers to prepare packaging documentation while ensuring on-time delivery within tight production deadlines.

SENIOR GRAPHIC DESIGNER

05/2006 - 07/2010

Nestlé U.S.A. – Los Angeles, California

- Designed logo concepts, illustrations, and packaging for domestic food brands such as Nesquik, Willie Wonka, Glowelle, and Coffee-Mate, to support sales campaigns, and seasonal objectives.
- Partnered with Art Directors and Brand Managers to deliver product photoshoots, marketing collateral, outdoor advertising, and presentations, while ensuring effective brand messaging.
- Directed all phases of Nestlé's environmental design initiative for corporate buildings in California and Colorado. Contributing to an inspired employee passion and increased brand expression.
- Trained junior designers on brand guidelines and creative design best practices. Driving creative output, productivity, and creativity.

TECHNICAL PROFICIENCY

Adobe Creative Suite, Adobe Premiere, WordPress, InVision, Asana, Wrike, Slack, Jira, Trello, Wistia, Vidyard, Hootsuite, Pendo, Crazy Egg, Google Analytics, Hubspot, Marketo, Salesforce, Microsoft Office, PowerPoint, Google Suite, Keynote.

EDUCATION

Bachelor of Science in Graphic Design, Platt College – San Diego, CA	2002
Associate of Arts, Southwestern Community College – San Diego, CA	1998

ORGANIZATIONS

Member, Bureau of Digital	2019-Current
Member, American Institute of Graphic Arts (AIGA)	2017-Current