



jamieappel.com



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Associate Creative Director and brand leader with a track record of owning visual identity, guiding creative strategy, and scaling design systems across digital, marketing, and experiential channels. Trusted partner to executive teams at the intersection of design, business, and growth.

EXPERIENCE

Associate Creative Director

Betterworks // Remote | November 2021 - Present

- › Owned and oversaw the company's entire visual brand system across website, marketing collateral, sales enablement, executive presentations, webinars, trade shows, paid media, and video.
- › Led visual direction for a major brand evolution and go-to-market pivot, delivering a brand awareness campaign, redesigned core website pages, and scalable sales activation templates within a single quarter.
- › Partnered with marketing leadership, product marketing, UX, and the CMO to translate business strategy into cohesive visual storytelling that drove pipeline growth, increased share of voice, and expanded brand awareness.
- › Hired, managed, and mentored a graphic designer while simultaneously overseeing multiple agency partners, ensuring alignment across brand, timelines, and business objectives.
- › Art directed and oversaw video production across campaigns, events, and digital channels, coordinating internal teams and external partners to deliver high-quality, on-brand creative.
- › Developed and maintained scalable design systems and templates that empowered internal teams to efficiently create on-brand assets while preserving quality and consistency.
- › Conceptualized and branded end-to-end event experiences (internal and customer-facing), including trade shows and virtual events, contributing to increased engagement, meetings generated, and pipeline growth.
- › Implemented and refined creative intake processes and organizational systems, improving cross-functional collaboration, turnaround time, and overall brand cohesion.

Senior Designer - Branding, Digital, Web & Print

NORCAL Group // Austin, TX | January 2017 - October 2021

- › Led strategic direction and core creative for a company rebrand, aligning brand expression with company mission and strengthening internal and external confidence.
- › Hired and trained a production designer alongside the Director of Brand, expanding team capacity and enabling the department to support increased creative demand.
- › Built a scalable co-brand collateral system for national business development, contributing to the organization exceeding annual premium sales goals.
- › Established cross-departmental partnerships that improved creative efficiency, collaboration, and overall output quality.
- › Reduced stock photography spend from \$15K to \$1.2K annually while maintaining visual quality and expanding creative flexibility.
- › Redesigned the company intranet to improve usability and increase employee engagement.
- › Led environmental branding for regional office relocations across three cities, including original murals, brand direction, and fine art procurement, enhancing morale around new workspaces.

SKILLS

Creative Leadership
Art Direction
Concept, Strategy & Branding
Experiential Event Design
Team Management
Client Engagement
Layout & Typography
Publication Design
Digital Marketing
Video Production
Illustration - Digital and Hand-Drawn
Project Management
Front-End Design and Development
Wordpress
Goldcast and On24 Webinar Platforms
Domain DNS and Host Setup
Adobe Creative Suite
Microsoft 365 & G-Suite
Hubspot, Basecamp, Asana, Monday

ACHIEVEMENTS

2023 Betterworks Marketer of the Year

2022 Betterworks Employee of the Quarter: *Stretch Don't Settle*

2018 IMCA Best of Show: Elite Agent Event Collateral

2018 IMCA SAMMY Award (Best of Conference): Year in Review

2017 Platinum Hermes Creative Award: NORCAL 2016 Annual Report

EDUCATION

University of Miami // Coral Gables, FL

Bachelor of Fine Arts - Graphic Design
Art History and Marketing Minors
Cum Laude

Senior Designer & Developer

Sommers Marketing + Public Relations // Austin, TX | February 2013 - December 2016

- › Instrumental in the growth and success of the design team, maintaining a seamless pace of operation while expanding and realigning.
- › Managed junior staff, mentoring and growing their abilities to produce work at the highest level, played an integral role in vetting, interviewing and hiring.
- › Initiated and completed self-directed training in web design and development, increasing our firm's capacity and turnaround speed for web-based projects.
- › Expanded my original role from print designer to include team lead, web developer, and client relations, helping the firm more than double its number of clients in three years.

Graphic Designer

Mosak: Advertising and Insights // Austin, TX | May 2012 - February 2013

- › Collaborated with colleagues to execute full-scale creative — concepts, pitches, commercial storyboards, original art and radio spots for top tier clients.
- › Tripled my assigned projects after two weeks, increasing the team's capacity and ability to better meet clients' needs.

Graphic Designer

Texas Exes Alumni Association // Austin, TX | April 2007 - March 2012

- › Spearheaded the unification of the brand throughout the organization, building stronger equity and closing the visual style gap between departments.
- › Restructured the production process and logistics for print material, resulting in a \$29,375 savings between 2010-2011.

Designer & Pre-Press Production

PIP Printing // Ft. Lauderdale, FL | May 2006 - April 2007

- › Learned to operate press and bindery equipment, expanding the shop's bandwidth.
- › Worked directly with walk-in clients, up-selling offerings to generate additional revenue.

Owner, Freelance Designer

jamieappel.com // Austin, TX | June 2003 - Present

- › Generated new business opportunities, ran projects from strategy to execution, worked across print, digital, website, environmental and fine art.
- › Managed client relationships, consultations, estimates/invoicing and budget requirements.

CLIENTS

Betterworks
3M
University of Texas at Austin
Raytheon
OWN Network
Chuy's
Shady Grove
TAME
NORCAL Group
ProAssurance
University of South Florida
Brookfield Residential
Addison
Easton Park
Blanco Vista
Tessera on Lake Travis
Blake Magee Co
Longhorn Village
The Summit at Rough Hollow
Seely Group
Circle C Child Development Center
Austin Soccer Foundation
Brunson Dental
Beckett Electrical Services
Mondics Insurance
Lucky Eagle Casino

FUN FACTS

AI GA member since 2005
Seinfeld trivia geek
Popsicle Stick Sculpture champion
I drew food I ate every day for a year
I play A LOT of soccer
I am smiling 99% of the time
Cosmo, my dog, will always be on zoom