

Ahmad Thomas

Strategy-led design. Results-driven branding.

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Austin, Texas.

Summary

Creative Director and Brand Designer with 10+ years of experience leading brand identity, digital marketing, and integrated design initiatives across public sector, music, and consumer brands. Proven expertise in brand strategy, UX/UI design, campaign development, and cross-functional project management. Adept at translating business objectives into high-impact creative solutions that drive engagement, growth, and measurable performance. Experienced in managing teams, budgets, timelines, and stakeholder relationships in fast-paced environments.

Experience

Lead Brand Designer

Twelve 34 Design Studio - Austin, TX (Hybrid)

08/2024 - 12/2025

- Led brand strategy, visual identity, and integrated marketing design for clients across digital, print, and environmental platforms.
- Managed cross-functional teams (designers, copywriters, strategists) to deliver projects on time and within budget.
- Oversaw project management, timelines, resource allocation, and client communications, improving on-time delivery by 30%.
- Increased client retention by 25% through strategic creative direction and relationship management.
- Developed and implemented workflow optimization systems, increasing team productivity and delivery efficiency.

Senior Graphic Designer & Marketing Rep

City of Austin - Austin, TX

10/2019 - 05/2024

- Directed visual branding and marketing campaigns for citywide cultural initiatives, increasing public engagement by 30%.
- Led digital, print, and motion design production, including social media assets, video content, and web design.
- Redesigned departmental websites using UX/UI best practices, improving accessibility and user experience.
- Collaborated with internal stakeholders and external vendors to ensure alignment with organizational goals.
- Managed production timelines and deliverables across multiple concurrent campaigns.

Creative Strategist & Freelance Graphic Designer

Sony Music Entertainment - New York, NY

11/2018 - 03/2019

- Delivered creative strategy, design, and project coordination for 30+ mobile and digital initiatives.
- Led project scoping, timeline planning, and milestone tracking, achieving a 90% on-time delivery rate.
- Managed vendor relationships and contract negotiations, reducing project costs by 12%.
- Designed custom illustrations and marketing assets for high-profile artist campaigns while maintaining brand consistency.

Certifications & Professional Development

Agile Project Management Certification - Gained expertise in Agile methodologies, including Scrum and AI to boost productivity. Course offered by Google

Advanced Motion Design with Figma - Enhanced skills in Ui/UX and animation development for WordPress platforms. Course offered by Udemy.

Education

THE ART INSTITUTE OF NYC

2007 - 2009

Graphic Design

NEW BRUNSWICK HIGH SCHOOL

2002 - 2006

General Studies

Selected Projects

- Newark Eagles Rebrand (Cultural Heritage Brand Campaign)
- Austin Wildlife Rescue Rebrand & Marketing Campaign
- Spotify Legacy Artist Campaigns

Skills

Creative & Brand

- **Brand Strategy & Identity Design**
- **Art Direction & Creative Leadership**
- **Visual Design (Digital & Print)**
- **Integrated Marketing Campaigns**

Digital & UX

- **UX/UI Design**
- **Website Design (WordPress)**
- **Motion Graphics & Video Content**
- **Social Media Design**

Marketing & Analytics

- **Digital Marketing Strategy**
- **SEO & Campaign Optimization**
- **Google Analytics**
- **A/B Testing**

Project & Team Management

- **Project Management (Agile, Scrum)**
- **Cross-Functional Leadership**
- **Stakeholder & Client Management**
- **Budgeting & Resource Allocation**

Tools

- **Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)**
- **Figma**
- **WordPress**
- **Salesforce**
- **Kantata (Mavenlink)**