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) *-Completed at Twelve 34, 2025*
- Austin Wildlife Rescue Rebrand & Marketing Campaign *- Completed at Twelve 34, 2024*
- Spotify Legacy Artist Campaigns *- Completed at Sony Music Entertainment, 2019*

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)*