

JOHN VIGIL

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Professional Summary

Art Director who brings creative solutions to life through the power of design. 10 years of experience creating compelling visual content across digital and print media. Expertise in Adobe Creative Suite, visual communication, graphic and UI/UX design. Consistently delivers innovative and human-centered solutions that are visually engaging and meaningful. Leader, designer and problem solver excelling at leading cross-functional teams.

Work Experience

Creative Director and Designer

01/2017 - Present

Vigil Designs | San Antonio, TX

- Design and execute projects with **80+ clients** across Texas in multiple sectors and fields.
- Drive transformation by delivering design concepts and final solutions that solve business problems.
- Provide support, leadership and instill thoughtfulness across multiple design domains.
- Hold self and others accountable by clearly communicating expectations, roles and goals.

Art Director

12/2024 - Present

talkStrategy | San Antonio, TX

- Deliver creative projects from brainstorm phase through final design for multiple marketing mediums.
- Review and direct creative deliverables from other designer in a timely and daily manner.
- Clearly communicate art direction to avoid misunderstandings and a loss in productivity and morale.
- Assist and support the creative team on various projects such as campaigns, brand development and print.
- Manage multiple priorities simultaneously, anticipate demands, and coordinate deadlines with the team.

Senior Brand Designer (Contract)

07/2024 - Present

Vital Care | San Antonio, TX

- Lead the design efforts of **160+** start up Vital Care pharmaceuticals across the Nation.
- Drive and innovate new projects from ideation to execution while working closely with brand partners.
- Manage stakeholder critiques and adjust deliverables based on project and company needs.
- Strategically contribute to the new and ongoing development of Vital Care's brand identity.

Production Artist

09/2022 - 12/2024

USAA | San Antonio, TX

- Led the 2022 Army vs Navy Game creative that resulted in an increased key performance of **101%**.
- Worked on a Precomm campaign which saw a **57% increase** in ROTC Career Starter Loans.
- Animated web marketing assets for campaigns, product promotions, and bank advertisements.
- Created wireframes and user interfaces based on accessibility and WCAG guidelines.
- Assisted the USAA bank and marketing teams to uncover customer needs and expectations.

Senior Graphic Designer (Contract)

07/2023 - 12/2024

South Alamo Regional Alliance for the Homeless | San Antonio, TX

- Elevated search engine optimization (SEO) rankings by **17%** by rewriting web page descriptions.
- Implement the design thinking process to drive results and achieve business objectives.
- Effectively communicate the vision, value and status of projects and articulate when issues arise.
- Confidently presented logos, branding, strategy and design value to stakeholders.
- Planned and performed usability tests and translated the results into impactful human-centered solutions.

Senior Graphic Designer

05/2019 - 09/2022

The San Antonio Chamber of Commerce | San Antonio, TX

- Produced the 2021 city relocation guide, resulting in an increase of ad **revenue growth of 15%**.
- Collaborated cross-functionally to improve branding, driving a **29% increase** in event engagement.
- Spearheaded the development of web ads, visual graphics, branding, print materials and social media graphics.
- Conceptualized, designed, and oversaw the completion of high-level graphics, illustrations and animations.
- Partnered, supported and mentored other designers by providing feedback and guidance on execution.

Lead Digital Designer

02/2019 - 05/2019

Media Digital Source | San Antonio, TX

- Designed and developed multimedia assets for websites, mobile apps, emails and social media.
- Launched a comprehensive design system that streamlined the development process for brand consistency.
- Initiated the development of presentation templates to increase design efficiency and brand professionalism.
- Developed and designed brands, posters, websites, advertisements and print materials for multiple clients.

Lead Graphic Designer

12/2018 - 02/2019

Chile Media | San Antonio, TX

- Conducted A/B email testing for clients such as H-E-B, Hulu, Matador and the U.S. Army.
- Coordinated and produced high-quality videos for marketing, social media and online presentations.
- Reviewed and mentored less experienced designers by providing feedback and guidance on design execution.
- Manage multiple clients and projects simultaneously while meeting tight business deadlines.
- Led campaigns from initial concept through final design execution.

Education

Master of Arts in Human-Centered Design

Liberty University | Lynchburg, VA

Graduated 05/2024

Bachelor of Fine Arts in Graphic and Web Design

The Art Institute of San Antonio | San Antonio, TX

Graduated 12/2018

Technical Skills

- Design Thinking Process
- Adobe Creative Suite
- Figma, Sketch, Adobe XD
- App Wireframing and Prototyping
- Adobe Photoshop, InDesign, Illustrator, After Effects
- Agile Methodology
- Human-Centered Design
- Presentations
- UI/UX Design
- Design Principles
- Typography
- Project Management
- Mobile and Web Design (UI/UX)
- Digital Design
- Branding and Logo Design
- Mockups

Soft Skills

- Mentoring and Leadership
- Continuous Learner
- Flexible
- Innovative
- Excellent Communication
- Cross-Team Collaboration
- Critical Thinker and Active Listener
- Open-Mindedness
- Culture Awareness
- Empathetic
- Excellent Time Management
- Detail-Orientated and Meticulous
- Naturally Organized
- Problem Solving