

DANNY BARRETT

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OBJECTIVE: Creative Director with over 15+ years of experience in leading creative strategy and brand development within fast-paced SaaS/startup environments. Committed to driving growth through innovative marketing content and strategic collaboration across cross-functional teams.

SUMMARY OF QUALIFICATIONS:

- Over 15+ years of experience in leading creative teams within global B2B organizations, enhancing brand identity and storytelling.
- Proven track record of developing high-impact marketing campaigns that drive revenue growth and customer retention.
- Strong expertise in content strategy, ensuring voice and brand consistency across various platforms.
- Proficient in collaborating with Sales, Customer Success, Demand Generation, and Product Marketing to deliver cohesive marketing solutions.
- Strategic thinker with hands-on experience in managing creative processes from concept to execution.
- Detail-oriented with a passion for fostering team creativity and professional development.

WORK EXPERIENCE:

Creative Director Exterro Portland, OR 08/2017- 10/2024

- Spearheaded creative development and strategy, resulting in a 15% revenue increase and a 20% rise in website engagement through data-driven marketing campaigns.
- Led a diverse team of graphic designers and multimedia producers, fostering a culture of creativity and collaboration aligned with strategic marketing objectives.
- Partnered with cross-functional teams to identify marketing content gaps, creating a comprehensive roadmap for assets that support customer retention and demand generation initiatives.
- Managed brand messaging consistency across all marketing channels, collaborating closely with Sales and Customer Success teams to enhance overall brand awareness.

Freelance UX Designer New Seasons Market Portland, OR 11/2016-08/2017

- Created visually engaging UI/UX designs and interactive prototypes for websites, mobile apps, and digital marketing campaigns, aligning with brand guidelines to enhance visibility and user engagement.
- Optimized email templates and landing pages through A/B testing and analytics, resulting in improved click-through rates and overall user engagement.
- Collaborated closely with marketing teams, developers, and clients to translate creative briefs into user-friendly digital assets, ensuring alignment with project goals and timelines.

- Applied industry-standard tools like Adobe Creative Suite, Figma, and Sketch to design responsive interfaces, improving usability and customer experience across multiple devices and platforms.

Web Designer Convergence Training Vancouver, WA 8/2015 - 10/2016

- Developed visually engaging web designs, wireframes, and prototypes, ensuring cohesive user interfaces and seamless experiences across desktop and mobile platforms. Collaborated with UX teams to refine layouts based on user behavior insights and testing results.
- Led the redesign of the company website from concept to deployment, incorporating responsive design principles, optimizing load times, and improving accessibility to enhance overall usability.
- Improved conversion rates and user engagement by implementing data-driven design changes, A/B testing new elements, and optimizing landing pages for SEO, resulting in a more user-focused and business-aligned web presence.

Senior Designer DRIVE Creative Portland, OR 11/2013 - 8/2015

- Developed and executed physical POP displays for Intel retail products, ensuring alignment with brand standards, target audience, and marketing goals to drive in-store engagement and visibility. Collaborated with cross-functional teams to deliver innovative, on-time solutions.
- Translated client brand visions into trend-forward, market-relevant designs that balance innovation with brand identity. Partnered closely with UX teams, producers, and developers to ensure designs were polished, functional, and strategically compelling.
- Created a variety of digital marketing assets, including banner ads, email templates, and social media visuals, to support Intel's gaming market. Focused on driving engagement through visually captivating campaigns tailored to gaming audiences.

EDUCATION:

Advertising Degree, Associates National Education Center Glendale, AZ
(Bachelor's degree, equivalent experience)

ADDITIONAL SKILLS:

- Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Figma / XD
- Google Slides / PowerPoint
- Video Production and Editing (Adobe Premiere Pro, After Effects)
- CMS-driven websites (WordPress, Craft)
- Proficient in HTML / CSS
- Canva Brand Management
- Social Media Strategy Development
- Salesforce Pardot development (landing pages and email templates)
- AdCreative.ai (an AI tool that creates ad creatives and text for social, search, and display-based advertising campaigns)