

# MARISOL RIVERA

ART DIRECTION + DESIGN

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## EDUCATION

**California College of the Arts, CCA**  
BFA Illustration & Design, 2009

## EXTRA CREDIT

**University of Southern California, USC**  
Ryman Arts Program, 2002 - 2005

**California Institute of the Arts, CalArts**  
CSSSA - InnerSpark, 2004  
Fiat Lux Photography Program, 2003

## CREATIVE SKILLS

360 Campaign Development  
DTC Tentpole Campaign Development  
Creative Strategy & Direction  
Fluid and Scalable Interface Design  
Kinetic and Static Content Creation  
Market & Competitive Research  
Motion and Video Editing  
Photography Art Direction  
Presentation and Experiential Design

## SOFTWARE SKILLS

### Adobe Creative Suite

- Photoshop CC
- InDesign CC
- Illustrator CC
- After Effects CC
- Premiere Pro CC

Figma

HTML + CSS

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*A versatile Art Director and Senior Brand Designer with over a decade of experience leading high-impact, international 360 campaigns for luxury and consumer brands. Expert in brand identity, digital marketing, and multi-channel customer engagement, with a proven track record of launching new products, elevating brand perception, and driving measurable results.*

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## WORK EXPERIENCE

### THE PROGRAM

**Designer, Fender Guitars**

NOVEMBER 2025 - PRESENT

Creative lead focused on ensuring that design aligns with marketing strategies while creating digital assets for the Fender account. I design visuals for marketing campaigns and CRM initiatives using Figma, which helps me create user-friendly and appealing designs that enhance brand engagement. Additionally, I contribute to the growth of The Program by delivering high-quality design solutions in a fast-paced environment.

- Translating marketing objectives and brand guidelines into compelling, scalable design systems and assets.
- Collaborating closely with copywriters and senior leadership to pitch, refine, and present ideas aligned with brand tone and strategic goals.
- Proactively identifying opportunities to elevate creative quality, workflows, and processes within The Program.

### RELOCATION & CAREER TRANSITION

**San Francisco, CA → Portland, OR**

JANUARY 2025 - NOVEMBER 2025

Completed a cross-state relocation from San Francisco, CA, to Portland, OR, leveraging the transition to reset focus and prepare for the next stage of professional advancement.

### TATCHA

**Senior Digital Designer, 360 Campaigns**

JANUARY 2023 - DECEMBER 2024

Creative lead for in-house creative development of international 360 campaigns with emphasis on product launches, brand identity, and digital marketing across all brand touch points; strategy and implementation.

- Created engaging social media graphics, boosting engagement rates by 20% through innovative visual storytelling and targeted content alignment.
- Produced still-life for beauty and product integrated campaigns, composing and directing festive and interactive seasonal concepts for social and marketing campaigns.

**Senior Digital Designer, DTC Campaigns**

FEBRUARY 2021 - JANUARY 2023

Creative lead for in-house creative development for direct-to-client campaigns and promotions with emphasis on customer engagement, retention, and acquisition; specifically targeting customers on Tatcha.com.

- Partnered closely with cross-functional teams to provide creative solutions that met business objectives within project timelines, while collaborating in a team of retail merchandisers, photographers, stylists, content creators, packaging designers, and project managers.
- Received the Gong Award from senior leadership, recognizing and rewarding those who consistently embrace the value of hard work ethic and embody the spirit and culture of the Tatcha brand.



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## CORE COMPETENCIES

### Art Direction and Visual Storytelling

Directed stylists, oversaw photoshoots, presentations, and major events, using creative direction to deliver visually compelling narratives that resonate with audiences and stakeholders alike.

### Creative Leadership and Collaboration

Lead cross-functional teams and mentored junior designers, ensuring creative projects align with broader business goals while maintaining high-quality design standards.

### End-to-End Project Management

Successfully managed design projects from concept to completion, consistently meeting deadlines in fast-paced environments while maintaining meticulous attention to detail and organization.

### High-Impact Design for Marketing

Drove significant conversion increases through A/B testing, optimized email templates, and social media visuals that enhanced user engagement and promoted brand objectives.

## RECOGNITION + AWARDS

The California State Governors Medallion awarded directly by Governor Gray Davis

## FREELANCE WORK

Senior Designer + Art Director

JULY 2020 - FEBRUARY 2021

Clients: EO Products, Ipsy, The Clean Living Collection, The Honest Company, MoxieLash, Sentral, Daydream Apartments, Five & Dime Supper Club, Quaintise, Hoskinson Hospital, etc.

Delivered freelance design and web development solutions across digital, email, paid media, and print, with an emphasis on clear communication and user-centered visual design. Translated brand and marketing objectives into intuitive, engaging assets and functional web experiences that improved usability, hierarchy, and message clarity across platforms.

- Developed high-impact intuitive, user-centered visuals and web experiences that enhanced usability, hierarchy, and message clarity.
- Managed multiple client projects simultaneously, maintaining design quality, visual cohesion, and attention to detail to consistently deliver polished, on-time results.
- Directed projects from concept through final production, including design exploration, refinement, and delivery.

## RODAN + FIELDS

Senior Brand Designer

FEBRUARY 2017 - JULY 2020

Creative lead for in-house development of field and brand campaigns. Including the launch of impactful 360 campaigns and new product offerings, as well as creating compelling educational materials, engaging social media content, strategic emails, dynamic digital assets, as well as presentations and marketing collateral for large-scale convention events.

- Spearheaded and designed both large and small-scale campaigns across all channels, including: site, email, social, print, video, events, display, and paid ads.
- Headed the design for several loyalty rewards programs across all segments including: OOH event collateral, educational materials, presentations, and incentive rewards.
- Designed promotional materials for consultant enrollment program, increasing enrollment by 30% within 3 months by leveraging persuasive visuals and clear communication strategies.
- Received R+F Kudos from senior leadership, recognizing and rewarding those who consistently embrace the value of hard teamwork and the six core values that embody the spirit and culture of the R+F brand.

## NEXGEN PACKAGING

Interactive/Senior Designer

OCTOBER 2011 - FEBRUARY 2017

Headed internal multidisciplinary design initiatives spanning digital, video, retail, and packaging, partnering closely with founders and leadership in a B2B environment to elevate brand and in-store experiences for global retail clients. Focused on translating research and strategy into cohesive, high-impact visual solutions across print and digital.

- Delivered pixel-perfect retail packaging for global brands including Levi's, Docker's, GAP, Charlotte Russe, and Chico's FAS, ensuring brand consistency and boosting retail appeal.
- Owned designing web and app solutions, crafting compelling video content, creating impactful trade show materials, conducting in-depth field trend studies, and developing packaging for internal evergreen creative and brand marketing.
- Conducted in-depth audience analysis, field trend studies, and competitive research to inform concept development and optimize visual impact.

## APPRENTICESHIP

THE MUSEUM OF CONTEMPORARY ART, MOCA

Museum Apprentice, Education Department

2003 - 2004

