

MARISOL RIVERA

ART DIRECTION + DESIGN

BRAND MARKETING + CREATIVE STRATEGY

Building consumer brands through strategy, storytelling, and integrated campaigns.

CORE EXPERTISE

- 360 Campaign Development
- DTC Campaign Strategy
- Brand Strategy + Creative Direction
- Consumer + Competitive Research
- Customer Engagement + Retention
- Cross-Functional Collaboration
- Digital + Social Marketing
- Product Launches + Activations

SOFTWARE SKILLS

Adobe Creative Suite

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

Figma

HTML + CSS



PROFESSIONAL SUMMARY

Brand and creative leader with 10+ years of experience developing integrated campaigns, product launches, and consumer experiences for global beauty and lifestyle brands. Combines strategic thinking and creative storytelling to build brands, engage consumers, and drive results.

WORK EXPERIENCE

Bodily

Creative Lead, Contract

July – Sept 2026

Provided strategic creative consultancy for a women's health company focused on pregnancy, postpartum, and breastfeeding, bringing brand strategy and marketing initiatives to life across consumer touchpoints.

- Delivered integrated campaigns across digital, social, email, paid media, and e-commerce, ensuring a cohesive brand presence across channels.
- Pioneered AI-generated imagery and video to expand content capabilities while maintaining brand integrity and visual quality.
- Built and organized a scalable Figma design library, streamlining creative workflows and improving consistency across deliverables.

The Program

Designer, Fender Guitars

Nov 2025 – April 2026

Translated Fender's marketing strategy and brand guidelines into compelling digital experiences across CRM and brand marketing, maintaining creative excellence and brand consistency within a fast-paced agency environment.

- Collaborated with copywriters and senior leadership to concept, pitch, and refine ideas against brand and marketing objectives.
- Helped advance The Program's creative practice by identifying opportunities to improve quality, workflows, and internal processes.

Tatcha

Senior Digital Designer, 360 Campaigns

Feb 2021 – Dec 2024

Led integrated creative for international product launches and 360 DTC campaigns, translating Tatcha's global brand strategy into compelling, cohesive, experiences across markets and consumer touchpoints.

- Developed integrated creative in an Agile environment across digital, social, e-commerce, and CRM. Including content for Sephora, Ulta and SpaceNK.
- Concepted and art directed product photography and still-life campaigns.
- Applied testing and performance insights to optimize creative retention and conversion efforts.*

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EDUCATION

California College of the Arts, CCA
BFA Illustration & Design

RECOGNITION + AWARDS

The California State Governors
Medallion awarded directly by
Governor Gray Davis

Rodan + Fields

Senior Brand Designer, Field Campaigns
Lead Designer, Field Campaigns

Feb 2017 – July 2020

Led integrated creative across social campaigns, product promotions, educational content, and event experiences for the sales organization of a global skincare company.

- Headed the redesign for several loyalty rewards programs across: OOH event collateral, educational materials, presentations, and incentive rewards.
- Developed educational and experiential content supporting products, incentives, and large-scale conventions.
- Increased consultant enrollment 30% in three months through a digital-first enrollment campaign.
- Earned R+F Kudos for collaboration and commitment to brand values.

Nexgen Packaging

Senior Packaging/Interactive Designer
Packaging/Graphic Designer

Oct 2011 – Feb 2017

Developed multidisciplinary brand experiences across retail, packaging, digital, and video for a global packaging and retail solutions company serving leading consumer brands, partnering closely with founders and senior leadership.

- Created retail packaging for global brands including Levi's, Dockers, GAP, Charlotte Russe, and Chico's, maintaining brand consistency across retail environments.
- Owned design across web, app, video, tradeshow, and evergreen brand initiatives, extending the company's presence across digital and physical touchpoints.
- Conducted audience analysis, field trend studies, and competitive research to inform concepts and strengthen visual impact.
- Trained Account Managers in preflight processes and mentored Junior Designers, supporting creative quality and production standards.



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