

RENÉE MORALES



| PORTFOLIO: reneemorales.net |



Overview of Skills

Visual storytelling and presentation design, innovative solutions and creative ideation, branding, advanced photo retouching, design management, excellence in fast-paced environments with multiple deadlines



Experience

Design Lead

SAM-Lab: Strategies and Methods Laboratory, Inc.
(2018-present)

Create presentations and information graphics for technology and consulting firms; design stage presentations and narratives; lead projects

Presentation Designer

Meta (2018-present—contingent position)

Presentation and storytelling specialist; cultural and educational guide visual design; digital and printed collateral material design

Creative Director

AJ BART Commercial Printing (2010-2018)

Recruit and lead creative team

Manage creative studio client relationships

Branding, print collateral, financial design, large format graphics, interactive design and web graphics

Fashion, portrait, and product retouching & color correction

Sr. Art Director

AJ BART Commercial Printing (2008-2010)

Branding, print collateral, financial design, catalog design, large format graphics

Fashion, portrait, and product retouching



Education

MFA in Visual Communication

Texas A&M Commerce UCD
(August 2018)

BS in Business (Marketing/Advertising)

Arizona State University — Tempe, AZ
Cum Laude

Graduate Business Studies (Marketing)

Arizona State University — Tempe, AZ

Minor in French

Université de Caen — Caen, France

ONGOING CONTINUING EDUCATION:

Advanced photo retouching, presentations/storytelling



Software

Powerpoint, Google Slides, Keynote, Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects, Acrobat), InVision, Sketch, Figma



Client List

Meta platforms (Facebook, Instagram, WhatsApp, Messenger, Oculus) | ADP | Merkle | MRM McCann
Fractal | Rollins (Orkin) | 7-Eleven | US Steel
Rexel USA | Jones Lang LaSalle | AT&T | Concentra
Citizens Trust Bank | HealthMarkets | Neenah Paper
Upper Crust Bakery | Regus | Gemtek Products
Baylor | St. Mary's Food Bank | Mesa Public Schools
Best Western | Ryland Homes | Meritage Homes
Richmond American Homes | Southland Conference

Visual Storytelling | Creative Direction | Creative Solutions and Ideation

Branding | Retouching | Presentation Design | Financial Design | Digital & Interactive Design | Large Format Design