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[djwarren.me](http://djwarren.me)

[dj@djwarren.me](mailto:dj@djwarren.me)

(903) 245-1280



Senior Art Director and creative lead with 15+ years of experience guiding brand and campaign work for national and institutional clients, including Fortune 100 organizations. Experienced in cross-functional collaboration, accessibility-driven design, and mentoring small teams while remaining hands-on in execution. Seeking an in-house environment where thoughtful process, inclusive design standards, and long-term creative impact are valued.

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## Freelance Creative Director

### Self-Employed, 2024-Present

- Launched independent practice after international relocation, working across legal, publishing, music, and retail industries
- Managed brand identity, apparel, and motion projects end-to-end across time zones
- Scoped, executed, and delivered creative independently with clear process and accountability

## Owen Design Co.

### Art Director, 2020-2024

- Served as primary creative lead for Vanguard's direct mail initiatives, partnering with an 8-person marketing team on-site
- Led end-to-end execution for a Fortune 100 client, aligning creative direction with data-driven targeting and production strategy
- Led accessibility-focused design as the studio's Section 508 expert for World Bank Group, AARP, and Georgetown University

### Junior Art Director, 2019-2020

- Led projects for a small creative team, including full catalog design for Har-Tru, an international sports surfacing company
- Collaborated with national clients across print, web, and branding
- Coordinated talent and ensured execution met enterprise standards

## L2 Marketing

### Creative Director, 2013-2019

- Planned and directed commercial shoots while guiding multi-channel campaigns from concept through delivery
- Led all creative for recurring annual UT Health research benefits
- Developed branding initiatives for two major commercial properties, both reaching full occupancy within two years

### Graphic Designer, 2007-2013

- Grew from entry-level production into a generalist role spanning logos, broadcast graphics, client presentations, and shoot direction
- Leveraged photography background to take on creative direction

## Houston Baptist University

### Double Major, 2001-2005

Mass Media and Speech Communications