



SEE MY PORTFOLIO

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Senior Art Director and creative lead with nearly 20 years of experience guiding brand and campaign work for national and institutional clients, including Vanguard. 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

### 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 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
- Designed multiple flagship publications for World Bank Group, translating complex climate and policy data into press-cited reports optimized for low-bandwidth global accessibility
- Led accessibility-focused design as the studio's Section 508 expert for organizations like the Wilderness Society, AARP, Georgetown University, and USAID

### Junior Art Director, 2019-2020

- Led 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

### Art 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 (*Photography, Journalism*) and Speech Communications (*Rhetorical Theory*)

## Skills

InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, Canva, Figma, Art Direction, Typography, Section 508 Accessibility, Brand Identity, Print Production, Data Visualization, Microsoft Office, Direct Mail, Editorial Design, Video Production, Photography