

DARROW ALEXANDER

Senior Art Director | Senior Designer | Design Lead

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PROFESSIONAL SUMMARY

Award-winning art director with 18+ years setting creative vision and visual direction across print, digital, video, and multimedia. Proven ability to own end-to-end creative projects—from ideation through production and delivery—while scaling quality through visual systems, templates, and modular toolkits. Expert in Adobe Creative Suite and Figma with strong aptitude for integrating AI tools into creative workflows. Skilled communicator who thrives in fast-paced, iterative environments managing multiple projects and shifting priorities.

CORE COMPETENCIES

Art Direction • Visual Storytelling • Creative Vision & Craft • Brand & Design Systems • AI-Native Workflows
Multimedia Production • Video Editing • Typography & Composition • Campaign Design • Concepting
Stakeholder Management • Cross-Functional Collaboration • Scalable Creative Operations • Team Leadership

PROFESSIONAL EXPERIENCE

Senior Art Director — *McGuffin Creative Group*

2023 – 2026

- Set visual direction and lead end-to-end creative projects for Visa B2B, Byline Bank, Mayo Clinic, and Workday—from ideation through production and final delivery.
- Execute across multiple mediums and styles: digital design, website design, print collateral, presentation decks, and multimedia content.
- Build and maintain scalable visual systems including templates, toolkits, and modular assets to ensure brand consistency at scale.
- Partner with cross-functional stakeholders to explain design rationale, drive alignment, and deliver cohesive campaigns under tight timelines.

Digital Creative Director — *iFOLIO Cloud*

2022 – 2023

- Led a team of five creatives, providing visual direction, critiques, steers, and quality control while serving as hands-on creative lead for high-level clients.
- Managed four contracts (\$100K–\$300K) with Georgia Tech, Stetson, UNLV, and GameHers; supported Texas Rangers, Notre Dame, and MSG accounts.
- Owned E2E creative projects across websites, landing pages, PURLs, social media campaigns, and digital experiences with patented analytics.
- Established creative operations processes: organized file management, versioning discipline, naming conventions, and clean handoffs.

Associate Creative Director — *TPN Inc.*

2016 – 2022

- Set creative vision and guided teams to successful execution, delivering award-winning campaigns for Cricket Wireless, PepsiCo/Gatorade, Thomas, Campari, and Hershey.
- Scaled creative output managing 150–200 print and digital assets per quarterly release through modular design systems and operational excellence.
- Art directed diverse multimedia outputs: print, digital/social, video, photography, and interactive game design across mediums and styles.
- Directed experiential marketing including tradeshow, pop-ups (OOH), and flagships; contributed to new business pitches and presentations.

Graphic Designer — *David James Group*

2012 – 2016

- Managed B2B, non-profit, and association projects end-to-end from concept through execution, including experiential and event marketing campaigns.

Graphic Designer — *Below Zero Design & Printing*

2006 – 2011

- Produced creative for diverse clients across small business, non-profit, B2B, music, and film; directed creative vision for photography and video shoots.

TECHNICAL SKILLS & EDUCATION

Design & Production: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Sketch

AI & Emerging Tools: AI-assisted image generation, prompt engineering for creative workflows, rapid adoption of emerging AI tools

Operations: Campaign Management, Creative Operations, CMS, Integrated Marketing, Social Media Strategy

Education: BA, Interactive Arts and Media — Columbia College Chicago

2010