

CREATIVE DIRECTION
ART DIRECTION
BRAND ARCHITECTURE
PRINCIPAL DESIGN



T R A C E J B O Y D

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EDUCATION

Bachelor of Fine Arts
Texas Tech University
Major: Design Communications
Minor: Vocal Performance
Lubbock, TX

Master of Divinity
Southwestern Theological Seminary
Fort Worth, TX

PORTFOLIO LINK

<https://traceboyd.com>

CONCEPTING

**AI WORKFLOWS | IMAGE GENERATION
INTEGRATED CAMPAIGNS
IDENTITY | BRAND ARCHITECTURE
VISUAL & TEXTUAL STORYTELLING
SENIOR GRAPHIC DESIGN
SENIOR COPYWRITING | EDITING
PRINT | DIGITAL | SOCIAL | VIDEO
DATA VISUALIZATION
PROJECT MANAGEMENT**

CORE COMPETENCIES

- comprehensive oversight of creative direction/art direction/brand management
- principal designer
- translate business concepts into memorable visual/textual solutions
- articulate corporate brand narrative: slogans/pitches/narrative copy development
- photo art direction and product/model/celebrity photoshoot direction
- front-end UX design/copy development, wireframe creation, CMS management
- logo/infographic/iconography design
- AI workflows, image generation, slogans/pitches, demographic info for A/B testing and more

Art Director Global Views

6
yrs

- design all print/digital collateral, including multi-page catalogs, lookbooks, and press kits
- direct all social media messaging within the Global Views portfolio
- concept/design all email marketing within the Global Views portfolio increasing open rates by 7% thus far in 2025
- manage website team and design all front-end assets
- art direct photoshoots
- lead the art department staff

Creative Director GEX Management

1.5
yrs

- constructed brand stories and identity systems for corporate acquisitions including logo design, slogans, taglines, brand narratives, landing pages, website wireframes, letterhead, marketing collateral, social media messaging
- launched digital display ad campaigns resulting in 17% increase in SEO in 2018
- created the company's first style guide establishing the framework for identity and messaging
- logo/infographic/iconography design
- strategy, design, copy development for social media messaging
- strategy, design, copy development for print/digital sales collateral
- constructed pitch decks for sales enablement and acquisition presentations

Creative Manager & Principal Designer Livingston Audiology Centers Dallas Administrative Office

1.75
yrs

- generated creative content for direct mail, email, newspaper, website, and social media advertising
- art directed new website construction resulting in 7% increase in online appointment setting in the first 30 days after launch
- designed successful direct mail campaigns across 85 markets resulting in 6.2% reduction in CPC metric
- designed and launched segment marketing campaigns resulting in expanded brand footprint and patient demographic
- reimagined ROP print advertising across 85 markets resulting in 5.5% reduction in CPC metric
- newsletter designer/editor for Livingston's Spark newsletter
- produced video content for email marketing and social media messaging
- reimagined social media messaging resulting in 2.9M in sales in 1st year of deployment
- co-managed Google Ad Word campaigns

Marketing/Creative Director American Gem Trade Association

1
yr

- designed communication campaigns to serve 1400+ North American members
- conceived/designed domestic and international trade publication print ads
- served as designer and editor-in-chief for Prism magazine
- designed marketing campaigns for the annual Spectrum Awards in Manhattan resulting in record participation
- art directed product, model, Hollywood celebrity photoshoots
- designed and executed ad campaigns to accelerate buyer attendance at AGTA GemFair Tucson resulting in a 6% increase in attendance, and at JCK Las Vegas resulting in 4% increase in attendance
- managed contract writers, proofers, videographers, photographers, stylists

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ADDITIONAL PLATFORMS

Asana | Monday.com | MS Teams
Mail Chimp | Dot Digital
Keynote | Powerpoint
WordPress
MIRO | FIGMA
Facebook | Instagram | LinkedIn

ADDITIONAL PROFICIENCIES

ChatGPT, Google AI, Gemini, Claude, Presti
Advertising/Editorial Design
Creative Brief Development
Illustration
Analytic Analysis
Personnel Development