



# DERON REESE

CREATIVE DIRECTOR

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## Education //

**Graphic Design**  
**Associates of Applied Science**  
Colorado Technical University  
2008-2010  
Dean's list 3.5 GPA

**Figma Training Certified**  
FigmaTraining.com  
2025

## Skillset //

Collaborative  
Project Management  
Leader  
Prioritizing  
Positivity

Web Design  
Layout Design  
Print Design  
Motion Design  
Video Editing  
Photoshop  
Illustrator  
Adobe XD  
Indesign  
Premiere  
Figma  
WorkFront  
Jira  
Miro  
Windows/Mac OS  
Microsoft Office

User Experience  
Branding/Identity  
Marketing  
Social Media

## Hobbies //



Fighting  
Games



Music &  
Movies



Mountain  
Biking

## About me //

An approachable and reliable Creative Director with 15+ years of experience leading high-stakes, revenue-driving creative projects. Skilled at guiding multiple teams, shaping strategy, and elevating design quality through strong creative leadership and mindset. Known for mentoring talent, aligning stakeholders, and driving large-scale campaigns that strengthen brand identity and company impact.

## Current Role //

### Senior Graphic Designer

Southwest Airlines (October 2023 - Present)

- Directed all creative and brand strategy for the tri-annual "WOW Sale," Southwest Airlines' most profitable and largest annual promotional campaign, which consistently generated over one million in revenue per cycle.
- Produced high-impact digital assets, including landing pages, digital ads, and social content.
- Managed day-to-day workflow in Workfront to keep content blocks, tasks, and assets on schedule.
- Streamlined cross-functional collaboration and campaign delivery by managing multiple creative sprints and leading alignment across marketing, sales, and analytics teams.
- Increased workflow efficiency in the creative department by developing and maintaining standardized PowerPoint reporting templates and optimizing document organization for faster iteration.

## Past Experience //

### Senior Graphic Design Lead

ResMed (August 2022 - 2023)

- Led the email and social design department for a billion-dollar business, focusing on B2C product marketing.
- Specialized in growth design, leveraging UX, email, web, illustration, social media, and branding to drive engagement.
- Mentored and developed junior designers, fostering creative growth and skill development.
- Managed projects across multiple digital platforms, ensuring seamless execution of social media content.
- Drove a 40%+ increase in key performance metrics year-over-year across Google Analytics, Instagram, Reddit, and Twitter.

### Senior Graphic Design Lead

GameStop (April 2017 - August 2022)

- Designed tens of thousands of deliverables, including evergreen and promotional assets for email, web, print, and digital channels.
- Consistently met and exceeded deadlines while facilitating seamless interdepartmental and cross-company collaboration.
- Mentored and developed junior designers, fostering creative growth and skill development.
- Directly contributed to millions in revenue, with measurable impact on CTR, ROI, and other key performance metrics.
- Built scalable design templates and systems that streamlined team workflows and reduced production time.