

# DAVID SAUCEDO

## Creative Director

### Information

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### Social Media

 linkedin.com/in/saucedodavid

 @sauceydesignco

### Education

Bachelors of Arts in Architecture  
New School of Architecture - SD

### Military Background

United States Marine Corp.  
Served in OIF I & II

### Courses

School of Motion - Animation Principles

Webflow Masterclass

Make Shit Look Good - 3D modeling course

### Skillset

3D renders and animation

Adobe software

Campaign planning

Marketing operations

Storyboard capabilities

Landing page design and execution

Event design

Organized and efficient

Curious and strong team player

### Creative Director

## FloSports

February 2020 - PRESENT

As the head of the Creative Department, I oversee a dynamic team of experts in Brand, Marketing, and Live Production Design. My role involves coordinating resources and systems to ensure seamless cross-departmental executions. As a creative coach and mentor, I work closely with designers to hone their skills and bring out the best in their work. Additionally, I collaborate with marketing teams to create detailed briefs that translate business objectives into actionable creative strategies. As a leader in the marketing team, I am committed to listening to business challenges and providing strategic creative solutions. With a keen eye for detail and a passion for innovation, I am dedicated to ensuring that our team delivers the highest quality work that exceeds expectations.

- Spearheaded the development of a custom task management system that streamlined the design request in-take process. Collaborated with cross-departmental teams to optimize workflows and automations overtime.
- Introduced a toolkit system that enabled the design team to produce assets 50% faster on average gfx packages for marketing needs. We also used toolkits to help align content teams with consistent visual storytelling throughout every channel.
- Developed Webflow landing pages that drove 20% more subscribers into top of funnel activities. These landing pages were designed and built with the goal of enabling marketing teams to quickly create pages with little to no design support.
- Built a high performing design team from the ground up sourcing talent and skillsets to fit the needs of the business. Structured the team in the best way to accommodate the functional needs of the broader marketing team.
- Ideated and advocated for a brand design system that the entire company followed. Consisted of creating various assets, collateral and documentation that allowed teams to reference and stay up to date with the evolving brand development. Created download hubs for teams to self serve on tools and templates approved for independent use.

### Lead Graphic Designer

## Sphero

April 2015 - February 2019

Senior designer supporting the needs of the marketing and events team. Acted as a mentor to junior designers and helped coordinate various initiatives for the design team.

- Developed 3D renders for various product and packaging needs using C4D and adobe apps to composite and export high resolution images. Presented mockups to leadership teams to get buy in on concepts and material selections.
- Produced hand sketches and concepts for spacial designs at multiple conferences and industry events. Collaborated with vendors to build out branded booth experiences within budget and on time for delivery.

### Graphic Designer/3D Artist

## MusclePharm

May 2016 - February 2019

Worked as general graphic designer performing various marketing and packaging initiatives. Developed concepts for packaging, created logos for new brands and also assisted in product photo shoots and commercial productions. This role also involved creating highly polished 3D renderings for multiple product lines for web and partner distribution.