

# Delas Raiford Jr.

## Senior Creative, Branding, Design & Direction

Senior level branding and creative professional with over 20 years of experience translating complex business objectives into compelling visual solutions for global brands. A versatile, hands-on leader skilled in managing the entire creative lifecycle, from concept to final execution across print, web, video, and large-scale event campaigns. Proven ability to elevate brand identity and support sales and marketing goals in fast-paced corporate environments.

### EXPERIENCE

#### Senior Graphic Designer

**Solera Holdings, Inc.** | Westlake, TX (Remote)

January 2023 - September 2025

- Designed and produced visual assets for key industry trade shows, including large-format booth graphics, keynote presentations, and promotional collateral, ensuring a powerful, consistent and professional brand presence.
- Created a high volume of on-brand social media graphics for integrated marketing campaigns designed to improve audience engagement and brand visibility.
- Conceptualized and executed a full suite of marketing materials for high-profile product launches to successfully drive lead generation and support sales objectives.

#### Creative & Digital Media Manager | Senior Graphic Designer

**Spireon, Inc.** | Irvine, CA (Remote)

May 2017 - January 2023

- Directed the end-to-end creative for the company's presence at major national trade shows, including booth design and all supporting materials, consistently drawing high levels of attendee traffic and interest.
- Managed the social media content strategy and visual execution for two corporate brands, successfully growing online communities and establishing a consistent, professional brand voice.
- Directed the creative strategy for all print and digital channels, ensuring brand consistency and market differentiation across national advertising campaigns, product catalogs, and sales collateral.

#### Photographer | Graphic Designer

Jacuzzi, Inc. | Chino Hills, CA (2015-2016)

#### Senior Graphic Designer | Event & Product Photographer

Top Street Performance | Santa Fe Springs, CA (2014-2015)

#### Contract Web Designer | Trainer

Systems Source | Irvine, CA (2010-2014)



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### SKILLS

#### Creatives:

Art Direction, Brand Identity, Marketing, Trade Show & Event Design, Social Media

#### Software:

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)

#### Multimedia:

Video, Photography (Studio & Location), Motion Graphics

#### Business Tools:

Microsoft 365, SharePoint, Salesforce, Google Workspace, SproutSocial

### EDUCATION

#### C.S.U., Fullerton

BFA Graphic Design

January 2005

Fullerton, CA

### CERTIFICATIONS

- Foundations of User Experience (UX) Design - Google Cert.
- Sprout Social Platform - Sprout Social Cert.
- Generative AI for Digital Marketing - IBM Cert.
- Generative AI Leader - Google Cert.