



PROFILE SUMMARY

Award-winning Creative Director with 20+ years shaping global brands across health, tech, entertainment, and retail. Expert at building scalable design systems, integrating AI into creative workflows, and leading cross-functional teams that connect strategy, storytelling, and technology. Recognized for transforming creative departments into agile, high-impact ecosystems that drive measurable business results.

PROFESSIONAL EXPERIENCE

RVO HEALTH | CREATIVE DIRECTOR | 2021 – 2025 | Remote

Scope: Lead creative direction and brand innovation for a joint venture between Red Ventures and Optum. Managed a hybrid team of senior designers, copywriter, and associate creative director with extended design reports.

Highlights & Impact

- **Brand Architecture:** Designed the RVO Health master brand from inception — logo, proprietary typefaces, brand palette, photography direction, branded deck system and Brand Portal (brand.rvohealth.com).
- **Digital Presence:** Directed the launch of rvohealth.com, establishing scalable UX and design standards for all web properties.
- **Rebrands & Growth:** Led rebrands of Real Appeal and Bezzy, and contributed to the success of Wellos, a thriving wellness brand within the RVO Health network.
- **AI Innovation:**
 - **Cassidy AI** – Designed and implemented the company's core knowledge assistant, now embedded across departments including HR, Marketing, Social, Insights, and Copywriting.
 - **Welly** – Developed an HR chatbot built on Cassidy that automates FAQs through Slack, saving hundreds of hours annually.
 - **Standards Brand Platform** – Centralized creative assets and governance, ensuring organization-wide consistency.
 - **Canva Templating System** – Enabled non-design partners to create on-brand assets, cutting turnaround time by 40%+.
- **Process & Culture:** Led the *Creative Summit: Marketing Workshop* to streamline cross-team collaboration and workflow. Championed the *AI Lunch & Learn* series and served on the internal *AI Think Tank* to foster innovation culture.
- **Talent Leadership:** Recruited, vetted, and developed creative talent; converted high-performing contractors to full-time roles and promoted internal team members through structured mentorship and feedback.

CORE COMPETENCIES

- Brand Architecture
- Creative Strategy
- AI Integration
- DesignOps Leadership
- Team Building & Mentorship
- Campaign Development
- Storytelling & Messaging
- Cross-Functional Collaboration
- Process Optimization
- Visual Identity Systems

AWARDS

- 🏆 IHAF In-house Agency of the Year
- 🏆 IHAF Gold Environmental Signage & Banners
- 🏆 IHAF Silver Environmental Point of Purchase
- 🏆 IHAF Gold AdWorks B2B print campaign

EDUCATION

The Cooper Union for the Advancement of Science & Art
BFA | Design Major (NYC)

"I lead with design to move people, not pixels."

-sanchez

AT&T | CREATIVE DIRECTOR, BRAND DESIGN | 2015 – 2021 | NYC / Remote

Directed brand identity and creative strategy for consumer, B2B, and experiential marketing. Collaborated with major partners including HBO, Warner Media, DC, NFL, Viacom, and Xandr to deliver award-winning campaigns.

Highlights:

- Defined the visual systems for Super Saturday Night, Cannes Film Festival, and Revolution Corporate Event, shaping AT&T's modern design identity.
- Earned IHAF Gold & Silver Awards and In-House Agency of the Year honors.

TOMMIE COPPER | CREATIVE DIRECTOR | 2014 – 2015 | NY

- Rebranded the company across digital, retail, and broadcast, increasing conversion rates by 20%.
- Directed in-house creative responsible for 80% of revenue growth and launched the first national TV campaign.
- Introduced lifestyle photography and UX/UI redesign that raised mobile and tablet sales share from 40% to 60%.

FOOT LOCKER, INC. | ART DIRECTOR | 2003 – 2014 | NY

- Managed retail design for 1,900+ stores across Foot Locker, Kids Foot Locker, Lady Foot Locker, and RUN by Foot Locker.
- Partnered with Nike, Adidas, Jordan, Puma, Reebok, and NBA on campaigns and visual merchandising.
- Directed store-wide seasonal rollouts and private-label branding initiatives.

LOUD RECORDS (Sony Music) | ART DIRECTOR | 1999 – 2001 | NY

- Created award-winning album packaging and branding for Wu-Tang Clan, Big Pun, Xzibit, Krayzie Bone, and Prodigy of Mobb Deep.
- Oversaw photography, typography, and art direction for national release campaigns.

RENARD CREATIVE | FOUNDER & CREATIVE DIRECTOR | 2001 – Present

Founded and lead a boutique design consultancy specializing in creative strategy, brand identity, packaging, and marketing systems for clients across lifestyle, wellness, and consumer goods industries.

- Develop brand architecture and visual identity systems that elevate perception and create market differentiation.
- Provide creative and production consulting for organizations seeking scalable workflows and unified design standards.
- Deliver packaging, campaign, and digital design solutions that integrate strategy, storytelling, and technology.

