



mason reeves

ART DIRECTOR // SENIOR DESIGNER

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About

I am a creative strategist and senior designer with experience across multiple channels like brand, CRM, loyalty, and AI personalization. My focus is on building performance-driven creative systems that connect strong visual thinking with measureable business impact.

Education

UNIVERSITY OF TEXAS AT DALLAS

Emerging Media & Communication

Bachelor of Arts

Sep. 2015 - Dec. 2018

Software

Adobe Illustrator	ChatGPT
Adobe InDesign	Figma
Adobe Photoshop	Microsoft Office
Adobe Premiere	Monday.com
AI Generation	NanoBanana
Blender	Webflow
Canva	Wordpress

Expertise

AI personalization	Email campaigns
Brand systems	Lifecycle marketing
Copywriting	Print production
Creative strategy	Social Media
CRM	Web design

References

Daniel Diaz (Senior Designer)

Wingstop 925.314.5520

Peter Dille (Chief Marketing Officer)

CityCheers 925.314.5520

Bridget Rourke (Art Director)

CityCheers 408.306.3966

Experience

BRAND DESIGNER

Wingstop // Jan. 2025 - Present

Drove creative across CRM, loyalty, and AI personalization campaigns generating \$70.5M in total incremental revenue across email and push, including a single send with \$6M+ in email incremental revenue. Built AI-personalized creative systems with 23 live treatments, 16k variants, and ~600 additional sports/cultural related variants. Developed campaign creative across email, push, web, and digital marketing for national launches, loyalty programs, and product promotions.

ART DIRECTOR

Sniffle // Dec. 2023 - Mar. 2024

Created visuals for social media posts, email campaigns, and push notifications. Spearheaded the design of visual projects daily. Created web pages & print materials to spotlight product offerings. Edited videos for social media platforms. Worked with marketing to enact campaigns. Created slides for investor presentation decks. Evolved brand guidelines and standards.

SENIOR GRAPHIC DESIGNER

CityCheers // Jun. 2023 - Dec. 2023

Designed promotional print materials that were displayed at thousands of bars & restaurants throughout the country. Reviewed the work of junior designers to ensure high quality listings went into the CityCheers app. Worked with marketing to concept and create social media blasts, helped launch a redeveloped website, and enact large scale CRM email campaigns.

GRAPHIC DESIGNER

CityCheers // Sep. 2022 - Jun. 2023

Refined images and layouts for hundreds of restaurant listings in the CityCheers app. Prototyped new features for the CityCheers app. Launched a redeveloped website using Wordpress. Created and implemented mass email campaigns with Mailchimp. Refined company brand book to establish brand guidelines. Maintained a library of digital assets.