

art DIRECTOR,
multimedia DESIGNER,
content CREATOR,
style ICON & HUMAN.

clavijostudio.com

Experience

Fresh ii - Toronto, ON
Creative Director

Jan 2018 - Jun 2022

- Led the company's re-brand project and introduced a new visual identity. Learn about the entire project on my website (www.clavijostudio.com/freshii)
- Reported to the VP of Marketing & CEO on the creative planning, development and execution of the global marketing calendar to support with all creative deliverables for new product launches and LTOs, CRM + Loyalty, Social/PR/Influencers, Restaurant, CPG & DTC divisions for Canada and US markets.
- Played a big role in Freshii's best quarter of innovation bringing a 52% average check increase with the launch of their most successful LTO launch to date.
- Introduced a new creative asset library system to ensure a more efficient workflow
- Responsible for planning, creating and pitching all marketing visual strategies to the executive teams and designed first drafts concepts for all product & campaign launches, internal brand initiatives, website and app development, for both the restaurant side and their DTC & CPG division.
- Guided, taught and mentored members of the in-house creative team and 3rd party agencies in developing ideas further and be comfortable being a part of the creative process from strategy to concepts to execution.
- Brought in a new team of in-house designers and creative agencies to be a part of freshii's journey
- Directed all company photo-shoots and managed relationship with 3rd party agencies

Freshii - Toronto, ON
Lead Creative Designer

Jan 2017 - Jan 2018

- In charge of the design concepts of all digital and local marketing assets to support the restaurant, digital, DTC & CPG sides of the business.
- Achieved all company sales goals by working closely with the Creative Director and Marketing Managers on the development of all creative efforts
- Managed, Plan, developed and produce content for all social channels successfully bringing an overall engagement growth by 70% and increasing a following to 100K+ organic followers.
- Development of design solutions for projects that required incredibly aggressive deadlines.
- Use ACS to develop product mock ups, prototypes and design concepts
- Successfully designed the packaging for the entire first line up of consumer package goods found in the biggest retail shops across Canada and the US (Walmart, Target, Circle K, Shell, Air Canada)

- Direct the overall creative process from concept to completion in client-facing environment, creating and presenting work while mentoring multimedia designers of different levels
- Grew a cross-functional creative freelance team of more than 20 designers to develop concepts and execute creative projects across social, digital and traditional media
- Created a community that embraces and encourages creativity and constantly building a space where the sky is the limit where it comes to creative work
- Present concepts to clients and delegate feedback to designers to ensure effective deliverables
- Built a portfolio of loyal & returning clients

Education

Sheridan College - Oakville, ON
Visual & Creative Arts

Jan 2015 - Jan 2016

- Worked there as the Lead Designer while I completed my education leading a team of 5 graphic designers in the execution of the campus creative projects (posters, announcements, landing pages, etc)
- Graduated with High Honors
- Sheridan Award of excellence
- Behance Student of the year award
- Curry's creative Award and scholarship

Skills

- Interpersonal Skills
- Effective Communication
- Fluent in English & Spanish
- Leadership
- Relationship Building
- Creative Problem-solving
- Team Management
- Time Management
- Project Management
- Attention to Detail
- Creative Advertising
- Collaboration
- Brand Adaptability
- Visual Storytelling
- Positive Attitude
- Team Player
- Proficiency with Adobe Creative Cloud
- Photography & Photo Retouching
- Stop Motion Animation
- Figma & Sketch
- Microsoft Suite
- Social Media Marketing
- Concept Drawing
- Mood-boarding
- Visual Communication
- Visual Storytelling
- Illustration & Drawing
- Content Creation
- Landing Page and Wire framing
- Packaging Design
- Mailchimp & Email Marketing (not HTML)
- Creative Vision

Daniel Clavijo

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