

Caroline Kustu

Creative Designer ✦ Brand Storyteller ✦ Creative Strategist ✦ Brand Champion
📍 Dallas, Texas



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Experience

Brand Creative (August 2016 - Present)

Caroline Kustu Design, LLC – Dallas, TX Business Owner

- Developed comprehensive branding strategies for small businesses, including logo design, brand storytelling, and audience segmentation, while crafting and implementing detailed brand guidelines to ensure consistent execution across digital and print platforms.
- Conducted training sessions for business owners on brand identity management, focusing on branding psychology, communication strategies, and the power of brand language to align messaging with visual identity and market positioning.
- Collaborated with vendors and app developers to maintain brand consistency across digital platforms, including app interfaces, and designed unique branded collateral to enhance brand identity, foster customer loyalty, and drive engagement.
- Led branding initiatives in the early business phases, establishing clear brand expectations and a strong foundation for growth, while educating clients on effective brand language to create a unified and compelling brand presence.

National Creative Director (July 2018 - July 2024)

Willow Bridge Property Company – Dallas, TX Multifamily Real Estate

(Formerly Lincoln Property Company - Residential)

- Led the brand transition from Lincoln Property Company to Willow Bridge Property Company, establishing external-facing templates for recruitment and business growth while directing the creative strategy to ensure a unified brand presence in the multifamily industry.
- Managed creative team projects via Monday.com, optimizing workflows and increasing productivity by 44%, while developing innovative brand concepts for property pitches aligned with strategic business objectives.
- Crafted engaging content for national workshops and conferences to enhance brand visibility and internal culture, and trained regional teams on brand development and creative strategy to strengthen engagement and brand presence across communities.
- Spearheaded social campaigns and partnerships with digital content creators, growing the LPC/WB Instagram by 4,000+ followers during the pandemic (May-Dec 2021), boosting engagement by 20-35%, and overseeing the redesign of the company's internal charity brand to align with the broader Willow Bridge/LPC identity.

Senior Designer (June 2016 - July 2018)

Somnomed – Plano, TX Medical Device

- Directed and overhauled brand design and style guidelines for global and national applications, refining the brand voice to be more personable and thoughtful.
- Developed and led the design strategy for corporate, B2B, and B2C collateral, advertisements, and trade shows, ensuring alignment with brand objectives.
- Produced creative, targeted content and managed digital and social media campaigns tailored for current and prospective patients and clients in the sleep apnea and dentistry industries.
- Connected with and educated clients on brand value within their practices, delivering subtle, effective marketing strategies to enhance their partnership with Somnomed.

Copywriter (June 2015 - Feb 2016)

Rapp – Irving, TX Advertising Agency

- Produced creative strategies and concepts for new business pitches, delivering impactful and innovative ideas to win opportunities.
- Developed and executed campaigns and content for Cinemark, driving brand engagement and visibility.
- Crafted engaging content for American Family Insurance, including emails, digital banners, direct mail, and social media campaigns.

Graphic Designer/Copywriter (Jan 2015 - Jun 2015)

AIS Media – Atlanta, Ga - Remote Digital Marketing

- Crafted and executed a digital infographic for Mgage, simplifying the emerging concept of the Internet of Things (IoT) for presentation at the Mobile World Congress 2015 in Barcelona.
- Designed collateral for DeKalb County School District, promoting digital connections and engagement within the community.

Junior Creative (June 2013 - June 2014)

Disney Yellow Shoes –Glendale, CA In-House Creative Agency

- Developed year-round creative concepts for Aulani Resort, Disneyland Resort, and Adventures by Disney, enhancing brand storytelling and engagement.
- Created and executed a gamified, collectible newspaper infographic for Disneyland Resort, tailored for the Canadian audience to highlight the Disney experience and unveil park secrets through a three-day itinerary.
- Contributed to the creative process on photo shoots and commercial sets for Aulani Resort and Disneyland Resort, ensuring alignment with brand vision and aesthetics.

Education

ArtCenter College of Design

Pasadena, CA

Bachelor of Arts, Advertising Design
September 2008 - April 2013

Skills

Corporate Brand Identity
Creative Direction
Print Design
Logo Development
Illustration
Creative Social Media Strategy
Visual Storytelling
Influencer Marketing
Campaign Development
Typography
Project Management
Client Management
Audience Analysis and Personas

Tools

Photoshop
InDesign
Illustrator
Lightroom
Premiere Pro
Adobe XD
Power Point
Canva
Wix
Mailchimp