

Creative Director with 10+ years of experience building and scaling brand identity systems, leading high-impact 360° campaigns, and managing cross-functional creative teams. Adept at translating business goals into emotionally resonant and visually compelling creative. Proven success directing visual storytelling across digital, social, print, OOH, and experiential channels. A strategic thinker with hands-on design expertise, strong leadership skills, and a passion for elevating brand expression.

Experience

Brand Creative (August 2016 - Present) Caroline Kustu Design, LLC – Dallas, TX Business Owner

- Lead branding and creative development for small businesses and startups across industries including wellness, lifestyle, real estate, and consumer products.
- Concept, design, and deliver cohesive brand systems including logos, visual identities, messaging frameworks, and style guides to ensure consistent brand execution across all touchpoints.
- Develop and execute multi-channel creative campaigns including social content, email design, landing pages, retail packaging, and presentation decks.
- Provide creative direction and design execution for influencer partnerships, product launches, and content rollouts, ensuring on-brand visuals and performance-driven storytelling.
- Collaborate with clients and cross-functional partners to translate business goals into compelling creative strategies and deliverables.
- Guide clients through brand discovery, audience segmentation, and content strategy to ensure authentic, engaging, and scalable brand communications.
- Manage all creative workflows from concept through production, including art direction, asset creation, vendor communication, and digital asset organization.
- Deliver high-quality design work across digital and print media under tight timelines and evolving brand goals.

National Creative Director (July 2018 - July 2024) Willow Bridge Property Company – Dallas, TX Multi-Family (Formerly Lincoln Property Company - Residential)

- Directed creative strategy and execution across 190+ multifamily communities, overseeing brand identity, marketing campaigns, and digital experiences.
- Led 360° creative campaigns across digital, print, social media, events, and internal communications, aligning all deliverables with business goals and brand consistency.
- Spearheaded the corporate rebrand from Lincoln Property Company to Willow Bridge, managing visual identity rollout across web, social, signage, and marketing materials.
- Built and managed a high-performing in-house creative team and implemented efficient project workflows via Monday.com, increasing team productivity by 44%.
- Implemented and managed Canto, the company's first Digital Asset Management (DAM) system, improving asset organization, brand consistency, and access across departments.
- Collaborated with cross-functional teams—including marketing, UX/UI, sales, and leadership, to develop compelling creative for pitches, conferences, and internal culture campaigns.
- Directed influencer campaigns and social content, growing Instagram engagement by 35% during peak periods.
- Provided creative direction for video and photo shoots, ensuring alignment with brand tone and target audience.

Senior Designer (June 2016 - July 2018) Somnomed – Plano, TX Medical Device

- Led creative strategy and execution across national and global marketing initiatives for a portfolio of Class II medical devices, ensuring alignment with FDA compliance and healthcare industry standards.
- Directed the redesign of brand identity and visual language, refining tone and voice to position the brand as more empathetic, patient-friendly, and modern.
- Developed integrated B2B and B2C campaigns across digital, print, trade shows, and educational channels, including brochures, instructional videos, email campaigns, and in-office patient materials.
- Created sales enablement tools and visual assets tailored for healthcare professionals, sleep specialists, and dentists, increasing practitioner engagement and partner retention.
- Collaborated with product, marketing, and clinical teams to ensure accurate, regulatory-compliant representation of medical products in all marketing materials.
- Produced creative assets for global tradeshow, including booth designs, product banners, and multimedia presentations that enhanced brand visibility and thought leadership presence.
- Managed print production vendors, provided art direction for photography, and maintained quality control for all branded assets.
- Played a key role in transitioning SomnoMed's digital presence by introducing more modern UI/UX design principles and mobile-optimized visuals.

Copywriter (June 2015 - Feb 2016) Rapp – Irving, TX Advertising Agency

- Developed creative concepts and messaging for multi-channel campaigns targeting B2C audiences in entertainment and insurance sectors.
- Executed cross-channel content for American Family Insurance, delivering copy for direct mail, display ads, email campaigns, and microsite messaging — aligning tone with brand values and performance objectives.
- Partnered with art directors, strategists, and account teams to ideate and refine campaign themes, working within tight deadlines and evolving briefs.
- Participated in new business pitches by contributing creative strategies and original content to win new client opportunities.
- Maintained brand voice consistency across platforms and collaborated with compliance teams to ensure messaging accuracy within regulated sectors.

Graphic Designer/Copywriter (Jan 2015 - Jun 2015) AIS Media – Atlanta, Ga - Remote Digital Marketing

- Designed and wrote digital content for clients in technology and education, focusing on web graphics, email marketing, social campaigns, and infographic storytelling.
- Created a branded, data-driven infographic for Mgage, simplifying the emerging Internet of Things (IoT) trend for presentation at Mobile World Congress 2015 in Barcelona — increasing industry visibility.
- Designed campaign assets and educational outreach materials for DeKalb County School District, promoting digital literacy and community engagement.

Junior Creative (June 2013 - June 2014) Yellow Shoes Creative Group – Glendale, CA In-House Creative Agency

- Collaborated with senior art directors and copywriters to develop integrated creative concepts and seasonal campaigns for Aulani Resort, Disneyland Resort, and Adventures by Disney.
- Designed and executed print and digital marketing materials, including promotional brochures, infographics, social content, and in-park collateral, tailored to domestic and international audiences.
- Concepted and created a collectible, gamified infographic newspaper for the Canadian market to boost trip planning engagement and storytelling for Disneyland Resort.
- Participated in photo and video production for commercial shoots, assisting in art direction to ensure brand alignment across visual outputs.
- Translated brand messaging into compelling visual stories that adhered to Disney's high standards for creativity, character, and consistency.
- Worked cross-functionally with marketing, production, and legal teams to ensure timely and compliant delivery of creative assets.

Education

ArtCenter College of Design Pasadena, CA

Bachelor of Arts, Advertising Design
September 2008 - April 2013

Skills

Creative Direction
Art Direction
Brand Identity
Campaign Development
Digital Asset Management (DAM)
Team Leadership
Cross-Functional Collaboration
Social Content Strategy
Typography & Layout
Event Branding
Photo & Video Direction

Tools

Photoshop
InDesign
Illustrator
Lightroom
Premiere Pro
Adobe XD
Power Point
Canva
Monday.com
Visual Storytelling
Mailchimp